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Executive Summary: Campus Life Administration

Bob Ford, Director of Campus Life

Progress – “a movement toward a goal or to a further or higher stage also described as the development of an individual or society in a direction considered more beneficial than and superior to the previous level” as defined by Webster’s dictionary – appropriately characterizes the 2013-2014 fiscal year for Campus Life. We have made significant strides as an organization filling critical positions that were previously vacant and taking a holistic approach to our organizational development as a “Learning Organization” while continuing to support the development and success of our students improving programs, services, and facilities.

Over the past year Campus Life has adopted the Development Model (see page ). We have completed a unit wide evaluation of our expected outcomes and student development & organizational theory that underpins our practice tied to our mission statement and objectives. In an effort to move our assessment and strategic initiatives forward we have instituted a unit wide reporting tool for all programs, services, and facility improvements using the institutional research tool Qualtrics. We also executed several strategic initiatives based on the results of a Strengths, Weaknesses, Opportunities, and Threats analysis (SWOT) completed last summer. These initiatives have refocused our department communications and marketing, improved student and staff involvement, and enhanced our student and professional staff development efforts. While we still have work to do in each of these areas, we have made progress towards our goals and are executing our development plans.

Programmatically we have made strides in almost every area of Campus Life responding to the needs and interests of our students. The most significant program change has taken place within our Campus Radio Station, 88.1 The Burg. Over the past year the radio station has partnered with areas across campus, become an ever-present contributor to the daily life of our students, and created a positive culture to enhance the student experience within the station that has led to a record number of volunteer and training opportunities for students. Due to the improvements and a focus on student achievement, 88.1 The ‘Burg was featured on College Broadcasters Inc.’s (CBI) website on June 19 as a spotlighted program.

This year our student life programs in Western Washington had a unique opportunity to partner with Disability Services and Student Conduct to establish a new generalist position (Zack Kramer) that is now located at our Lynnwood Center under the supervision of our Associate Director for Westside Student Life. The addition of Zack to the student life programs has improved our training and development of our Student Leadership group and improved access for students with disabilities while providing added support to the center staff in dealing with any student conduct concerns. The added capacity has also provided an opportunity for us to partner with orientation and advising staff in Ellensburg to create the Center Orientation Advisory Team to improve our incoming student orientations.

In order to better support our campus activities and programs we have recently relocated the Director of Campus Activities to SURC 274. This move will help provide additional access, training, and professional development for our programmers. This year’s Campus Activity programs served more than 20,000 participants including more than 10,000 attendees of the famed “Monday Movie Madness” program.

Student Union Operations improved services to students and our on- and off-campus clientele by re-organizing University Scheduling to become more efficient and streamline communications while supporting more than 20,000 individual events, meetings and programs. We are currently waiting on a final schedule for construction to begin a re-design of the information center that will improve traffic flow, enhance access to services, and provide improved customer service. Additionally we have installed security cameras to improve safety and installed a new light and trussing system in the ballroom to increase sight lines and seating capacity.
Executive Summary: Campus Life Administration

In order to improve marketing and increase student awareness regarding opportunities to get involved in programs and services, the Publicity Center established The Hype Street Team and expanded to incorporate student video and electronic media. Organizationally the Publicity Center restructured the Marketing Supervisor to increase sales for Wildcat Access and Publicity packages. During winter quarter student designer Zach LaMance received a national award from the Association of College Unions International highlighting the quality and professional experience being provided for student employees within the Publicity Center.

Over the past year University Recreation has streamlined sport club operations moving to an online process to capture club member information and improve risk management for participants. They have improved information provided during campus tours and updated policies to create a more inclusive environment. They have expanded fitness offerings to increase female participation and partnered last summer with continuing education to provide increase summer programing. The Intramural sports program collaborated with the Center for Diversity and Social Justice to improve sportsmanship by incorporating an educational session to all captain’s meetings. Personal Training and Group Fitness expanded their program outreach with the addition of the “fitness dojo” that has provided a new environment for the delivery of small and large group personal training increasing participation by more than 40%. University Recreation also partnered with the University, Student & Activities, and donors to complete the Lister Tennis Complex.

Over the course of the past 12 months it is clear to see that Campus Life has made substantial progress. We have not only improved programs, services, and facilities but we have also collaborated throughout the University. Over the past year staff have flexed their schedules to support key institutional events from Orientations and Welcome Weekends to Graduation; Campus Life is present and making an impact on our students lives. While we look forward to the year ahead we are also excited to reflect on all the opportunities we have had to make a contribution to the success and development of our students.
Campus Life Development Model

Mission Statement
Campus Life Mission and Objectives

The department of Campus Life enriches students’ university experience by providing a diverse array of programs, services, facilities and learning opportunities that are vital and integral to the university community and its educational mission. This is accomplished by the following:

**OBJECTIVE 1**
Offering programs that contribute to students’ social, personal and educational development

**OBJECTIVE 2**
Support and delivery of arts, entertainment and cultural experiences

**OBJECTIVE 3**
Providing recreation, health and fitness opportunities

**OBJECTIVE 4**
Supporting student governance and involvement throughout the university

**OBJECTIVE 5**
Responsible stewardship of student resources through developing and enhancing sustainable programs, services and facilities responsive to student and program needs

**OBJECTIVE 6**
Providing professional skill development, leadership and co-curricular opportunities

**OBJECTIVE 7**
Promoting and supporting an inclusive environment that fosters a sense of community and belonging
*Department assessment: To which Campus Life objective or objectives does this activity link?
**Activity Categories**

*Department assessment: Which category best describes this activity?*

- Events: 87%
- Services: 10%
- Facilities: 3%

**Activity Audiences**

*Department assessment: What are the primary audiences for this activity (check all that apply)?*

- CWU Students: 52%
- CWU Faculty/Staff: 25%
- Community: 14%
- CWU Alumni: 1%
- Other: 8%
Student Development and Organizational Theories

A.W. Astin (Student Involvement Theory, 1984)
B. Magolda (Theory of Self Authorship, 2004)
V. Tinto (Model of Student Departure, 1993)
S.R. Komives (Social Change Model of Leadership Development, 2009)
U. Bronfenbrenner (Developmental Ecology Model, 1993)
P.M. Senge (The Fifth Discipline: The art and practice of the learning organization, 1990)

Outcomes Development for 2014-2015

Leadership and Interpersonal Skills
Teamwork/Team-building
Servant Leadership
Communication
Collaboration
Management and Leadership
Group Dynamics and Interpersonal Skills

Professionalism and Non-Cognitive Skills
Build Networks
Develop Resource List
Office Skills
Customer Service
Time-Management

Life Skills
Personal Wellness
Healthy Lifestyles
Fun
Life-Long Learning Skills
Reflection Skills
Personality Type Awareness

Critical Thinking and Decision-making
Planning
Decision-making
Risk Management
Organizational Development
Problem-solving

Diversity Awareness, Inclusivity, and Community
Social Justice
Inclusivity
Community and Social Development
School Identity
Community Service
Staff numbers fluctuate throughout the year; chart reflects peak staffing

* Volunteers include up to 60 at The ‘Burg and 50 at a variety of special events throughout the year. These positions often represent professional development opportunities for students both independently and through academic collaborations.

Professional Staff as of June 30, 2014

Administration
Bob Ford: Director
Paula Moffatt: Secretary Supervisor/Notary Public

Campus Activities
Scott Drummond: Associate Director, Campus Life/Director, Campus Activities

88.1 The ‘Burg
Travis Box: General Manager
Nicholas Elliott: Broadcast Tech II
Donald Davis: ITS 3
Nikki Mara: Program Director
Professional Staff as of June 30, 2014

Maintenance and Custodial
Otto Bach: Building and Grounds Supervisor
Student Union
Patty Noland: Lead Custodian
Gail Barton: Custodian
James Ellinger: Maintenance Custodian
Zoe Katocs: Custodian
Myra Fuqua: Custodian
Recreation Center
Teresa Breckenridge: Custodian Lead
Luz Barajas: Custodian
Maria Barajas: Custodian

Publicity Center
Lola Gallagher: Assistant Director, Campus Life/Publicity Manager
Mindy Holliday: Marketing and Sales Supervisor
Justin Beckman: Senior Graphic Designer

Student Union Operations
Cherie Wilson: Associate Director, Student Union Operations
Robbi Goninan: Program Services Manager
Brittany Hood: Scheduling Coordinator
Stacy Ferris: Scheduling Coordinator
Brian Helliar: Building and Events Manager
Robert Nelson: Event Support Services Supervisor

University Recreation
Andy Fields: Director
Dania Cochran: Interim Assistant Director
Kim Graham-Roseburg: Secretary Senior
Vacant: Outdoor Programs Coordinator
Eric Scott: Intramural and Special Events Coordinator
Michael Montgomery: Facility and Membership Services Coordinator
Corey Sinclair: Collegiate Sport Clubs and Camps Coordinator
Ann Wittkopp: Head Athletic Trainer
Shayne Wittkopp: Health Coordinator
Emily Wright: Climbing Wall Lead

Westside Student Life
Ashlee Norris: Associate Director
Zachary Kramer: Student Life Resource Manager
Budget

EXPENSES

- Campus Life Administration: $331,020
- Campus Activities: $207,377
- Campus Radio: $309,705
- Publicity Center: $276,061
- Student Union Operations: $1,059,275
- University Recreation: $2,015,495
- Westside Student Life: $173,129

REVENUES

- Operating: $682,326
- S&A Allocation: $2,377,116
- Dedicated Student Fees: $1,628,568
- State Fund Allocation: $72,023
Changes This Year:

Following the turnover of four professional staff positions, a successful search and hire of a new General Manager for 88.1 The ‘Burg was conducted. Mr. Travis Box, a long time professional from the commercial radio industry, then proceeded to guide the station through the yearlong rebuilding of the professional staff in hiring Mr. Don Davis for IT, Mr. Nicholas Elliott, our chief engineer and all around MacGyver, and our newest member, Ms. Nikki Mara, who will begin on July 1 as our new Program Director. The ‘Burg also employs 14 Core Student Student Staff as well as over 40 volunteers.

The Campus Activities director’s work space has been relocated to SURC 274. This change will improve ability for new programmers to access information, advice and guidance in their programming. We have already noticed a new creative flow in our work and programming. Administrative support will be retained through the Campus Life Administration Office.

Accomplishments:

• The overhaul and “re-emergence” of The ‘Burg – creating a new culture of “can do”, enjoyment, learning

• Serving nearly 10,000 patrons through showing 20 movies for Monday Movie Madness

• Preparing and presenting over 70 programs including Monday Movies, Welcome Weekend activities, Homecoming, Boo Central, Ware Fair, Family Weekend, Student Appreciation, Mary Lambert, Kris Orlowski, Tyson Motsenbocker and Mike Edel, Open Mic Nights, Tammy Pescatelli, Derek Hughes and many more

• Over 20,000 served!!!

• Successful collaborations on programs such as:
  • Mary Lambert – Women’s LLC, CDSJ
  • OXFAM Hunger Banquet – CLCE, Catering
  • Boo Central – 26 Clubs and Organizations, over 200 student volunteers
  • Homecoming – ESS, Student Union Ops, ASCWU, Athletics, Alumni, Dining, RHA, University Recreation
Campus Activities and 88.1 The ‘Burg

Challenges or Issues:

Always time, budget, and venue...never enough to do all the things we’d love to accomplish. It always feels difficult to “compete” for space with so many other departments and groups from on and off campus. Campus Activities students did begin exploring options outside of the SURC as well as other areas on and off campus. Our desire is to stay in the building or, at least, on campus.

With so many events, meetings, activities, etc. taking place in the SURC, we need to become increasingly aware of the scheduling needs and concerns for Operations staff, especially Event Support and Building Management. We are always willing to “pitch in” with labor and resource, and may propose that Campus Activities purchase its own small sound and video system. This would help relieve ESS of some tasks and at the same time provide a training opportunity for Campus Activities students to do basic sound and AV support for their programming. It will also allow us to do more spontaneous “pop up” programs.
Publicity Center

Changes this year

The Publicity Center offered new and expanded services, while experiencing growth in social media presence, new student positions and new revenue the 2013-2014. Student staff were challenged and delivered consistently excellent work to clients, grew as young professionals, and earned recognition and awards. The Hype Street Team was formalized with the development of student street team lead and assistant positions, and the addition of a student video and electronic media position has been well received and increasingly utilized. The professional Marketing Supervisor position was restructured to increase sales in Wildcat Access digital screen advertising and publicity packages, and began overseeing a separate budget to better track Wildcat Access sales and opportunities. The variety and number of projects completed in the Publicity Center increased, as did collaborations with other departments and units. Carry forward funds were utilized as planned to secure new equipment and accessories, and supplemental funds were requested and allocated to purchase two new computers this summer, allowing us to retire two outdated machines in the office.

Accomplishments

- Student designer (Zach LaMance, CWU Class of 2013) received a national award from the Association of College Unions International for the Winter 2013 Hype publication
- Student designers Jackson Scherer and Jake Lunde received awards for Wildcat Welcome Weekend and Winter 2014 Hype (respectively) at the annual juried student show in Sarah Spurgeon Gallery
- Information from annual end-of-year survey resulted in new street team and video producer positions, expanded and enhanced services
- University Recreation quarterly publication updated and reformatted to improve functionality
- Completed 15 multi-page quarterly, orientation and research publications
- More than 300 total projects completed in Publicity Center
- 18 student bylines on features written for the Ellensburg Daily Record; consistent publishing or story generation from press releases and news briefs in Daily Record, Northern Kittitas County Tribune, Observer, Yakima Herald-Republic
- Increased number of new clients in design, video and Wildcat Access areas
- Increased attendance, awareness at variety of events attributed in client comments to Publicity efforts, including several sellout shows and performances
- Three summer 2013 internships worked on major projects and campaigns for University Housing & New Student Programs, University Recreation, Westside Student Life, Wellness Center, and Student Achievement-Student Success
- Three summer 2014 internships confirmed, including new collaborations with Center for Diversity & Social Justice and CWU Theatre Arts department
Publicity Center

- Substantial increase in followers of CWU Hype Social Media increased brand awareness and connections to campus events and activities
- Continued collaboration with 88.1 The Burg including information sharing, Pie Day programming and Hype Street team on air weekly
- Wildcat Access partnered with Student Union Operations to play ads before all movies in the SURC Theatre
- Moved Wildcat Access contracts to the R25 system
- Led branding and communications group for Campus Life, resulting in new staff shirts, quarterly all-staff meetings, and future planning
- Professional staff attended two conferences, multiple campus and online trainings, seminars and workshops
- Pre fall staff orientation and training, regular ongoing student staff development meetings and required trainings
- Professional staff served on multiple committees and in workgroups throughout the year to support university events and initiatives

Challenges

University web calendar system continues to pose challenges to content managers and end users. Technical difficulties with the Wildcat Access software and hardware required continual troubleshooting; the interface with IT needs improvement. Student staff wages are heavily dependent on revenue generation. Higher allocation for student wages would free up more of the revenue for professional development, office hardware/software improvements and new opportunities. We don’t want to be just keeping up, we need to be ahead on industry developments and opportunities to provide the best service for clients and a premier learning environment for our staff and interns.
Student Union Operations

Changes this year:

Student Union Operations made a lot of positive changes this year. In an effort to create more efficient and effective operations we reorganized University Scheduling, which has allowed us to build a stronger cohesive team and streamline communications. Robbi Goninan was moved to the new position of Program Support Supervisor II, overseeing the University Scheduling program, and we hired Stacey Ferris and Britany Hood as Scheduling Coordinators. We addressed facility, service and equipment improvements and safety issues, and worked with BORA Architecture to redesign the Information Center to create a more user-friendly space for students, staff and the general public; remodel completion will be in September 2014.

Through our Event Support Services area, we installed a new light and trussing system in our Ballroom to address safety issues, increase sightlines and seating capacities, and enhance program and event visual appearance. We also added three new ceiling-mounted data projectors and two new screens.

Within our Building Services area, we installed people counters at all the main entrances of the building to track building usage. We have since found that on any given week we are bringing in ten to fifteen thousand people per day through the SURC. We also added nine new security cameras at all Student Union entrances/exits, as well as at the Information Center, increasing the safety and security of the building.

In our Maintenance and Custodial area, we replaced the concrete on the back loading dock and repaired the natural gas line. This addressed a safety concern that the concrete had been sinking and therefore adding pressure to the natural gas line encased in the concrete. We also created a work order system for SURC building tenants to request building repairs and any cleaning needed within their offices.

In the Information Center area, we crossed-trained student staff to also work for Wildcat Tickets, which has increased our flexibility within each program. We successfully renegotiated our ticketing contract with Vendini to reduce program costs and increase program revenues. Working collaboratively with the Technology Fee Committee, the Information Center added 10 new laptops to the Laptop Checkout Program.

Accomplishments:

• Scheduled and coordinated the details for 20,798 events, meetings, workshops, conferences, off-campus groups this fiscal year

• Completed over 40 SURC Project Work Orders since January 2014

• Checked out laptops over 35,000 times to students

• Created a work order system in Maintenance & Custodial

• Finalized the bid process for the SURC Flooring and Information Desk Remodel

• Added Air Conditioning to the Theatre Booth to protect equipment
Student Union Operations

- Upgraded lighting in the Ballroom
- Rebuilt two boilers in the SURC
- Renegotiated the Wellness Center space rental contract for the next 3 years
- Added a new light and trussing system in the Ballroom
- Added nine new security cameras to the Student Union
- Replaced the carpet in the Pit
- Recovered the furniture in the Pit
- Purchased new tables for the Pit
- Reorganized University Scheduling
- Added people counters to all main entrances of the SURC
- Renegotiated our ticketing contract
- Replaced the concrete on the loading dock
- Negotiated a Hotel Contract with Hampton Inn to provide 25 rooms at no cost in exchange for providing advertisement and tickets to CWU Campus Life Events to hotel patrons
- Hosted our first Open House to showcase the upgrades to the Ballroom and our meeting room capabilities
- Hosted our 6th Annual Wedding and Events Expo

Challenges or Issues:

Grupe Center going off-line has increased the SURC meeting room usage, which caused us to turn groups away and has impacted our staffing needs. Our scheduling software (R25) is at end of life and will not be supported in the future. This has created a problem with us generating much needed reports and general daily glitches to the system.
University Recreation

University Recreation had a successful year and continues its growth in supporting and serving our students, focused on using all of its resources to enhance and support Student Success. Our staff continues to be our greatest asset.

Changes/Departmental Improvements

University Recreation has made great strides in addressing challenges. Standard corrective action forms and employee contracts and quarterly all staff trainings for student employees have improved customer service, accountability, efficiency, and work place enjoyment. Sport Clubs operate more efficiently with online processes, internal risk management practices have improved, fitness equipment status updates and repair processing have improved, and clear department policies have been established regarding refunds that are compliant with state law, employee performance expectations, and departmental operations. Business Lean practices into deep clean process and business 5S practices in custodial equipment and storage areas are being implemented.

As a commitment to inclusivity, University Recreation worked with Campus Tours to more accurately represent our fitness facilities, restored and enhanced our dress code policy to minimize negative body conscious impacts, expanded fitness offerings to increase female participation, added slack-lining as a non-traditional form of exercise, and worked with Facilities Management to offer Laser Tag in portions of the vacant Samuelson Union Building. Increased offerings, in partnership with Continuing Education, served approximately 225 students throughout the 6-week summer session 2013. Intramural Captains’ meetings included presentations from the Center for Diversity and Social Justice, resulting in less inappropriate language during games. A Sport Club Council Executive Committee (SCCEC) was formed as an advisory group to assist in policy revision, strategic planning and resource allocation. Camp C-Woo worked with the Ellensburg School District to bring in 25 additional campers for five weeks this summer. Several more academic collaborations were added in summer 2013, and we continue to seek future opportunities.

Accomplishments

- Collaborated with the Student Disability Club to increase accessibility and highlight inclusive recreation opportunities
- Collaborated with the university and donors to fund the renovation of the Lister Tennis Complex
- Collaborated with the Wellness Center and Campus Activities to provide more than 18 “at-risk” or “late-night” hours of programming that accommodated over 275 individuals
- Collaborated with several academic departments to offer courses for students whose academic careers are advanced with University Recreation
- Professional staff supervised or directed internships and practicums from several academic departments, and supported two significant contributions to the National Intramural and Recreational Sports Association (NIRSA) through professional presentations at the national conference in April
University Recreation

- Improved staff experience by enhancing fair hiring processes throughout University Recreation and by creating feedback loops through 360 reviews, a newly-created Student Employee Council, anonymous employee comment cards, regular debriefs, and by establishing identifiable metrics for PDPs based on SMART goals, a balanced scorecard approach, employee involvement, and objectivity

- Student custodial staff worked over 4,000 hours to keep the facility beautiful. Collectively, they cleaned over 100 miles of running track and 9,000 toilets and urinals

- Replaced several aging cardio fitness machines this last year and are looking at future replacements

- Added several new offerings to the Personal Training program, including small and large group personal training, both of which utilize the “fitness dojo” room and have attracted more participation from our female students at Central

- Improved and enhanced our health programs, resulting in achieved financial benchmarks

- Group Fitness and Personal Training: Health programs increased 40% in number of users, 5% in revenue and 37% in service hours to patrons

- One of our group fitness instructors, Sharee Samuels, lost over 120 lbs, appeared on the cover of People Magazine, and was interviewed on Good Morning America

- Launched a new certification prep course this spring; 17 individuals signed up to prepare for the CSCS exam

- Increased contact hours with personal trainers without increasing costs

- Sports Medicine provided University Recreation’s first CPR/AED/First Aid instructor course, and provided services for over 270 individuals with over 550 patient contact hours

- Enhanced our reputation and working relationships within the health industry, as several of our former student staff have either received positions or promotions within key industry organizations

- There were 297,300 participations with over 7500 unique participants in the Recreation Center

- Intramural Sports supported sports and social activities for 408 teams, 3,112 participations, and 1,614 unique participants in sport leagues

- University Recreation’s Sport Clubs had significant success on a national level; most notable were golf, cycling, wake sports, archery, and wrestling

- OPR, the Challenge Course, and the Climbing Wall yielded 1,793 participants for the academic year

- OPR offered and executed its first female-specific Introduction to White Water Kayaking class

- Hosted 3 5k/10ks (Salmon Run 5K/10K, Route to Hope 5K, Get Awesome 5K) that contributed over $1,500 to local charities and organizations and had over 200 runners compete
University Recreation

Challenges

University Recreation experienced some challenges including operating with both reduced and interim staff while maintaining the high level of service and programs; significant changes in university accounting practices; and other internal university processes that affect operations (e.g. student employment, travel, etc.). Facility space and scheduling in Nicholson Pavilion and the Nicholson Multipurpose Fields continue to challenge access for students to enjoy recreational opportunities in these spaces at optimal times. We foresee increasing challenges in this area including locker room access, field lighting, and court accessibility.

Without any future expansion plans in place at the Recreation Center, the participant experience is negatively impacted by overcrowding and being near fire code capacity. Equipment is aging, resulting in increased repair time and expenses, and facility challenges included defective basketball court flooring that is scheduled to be remedied over the 2014 summer. Aggressiveness on our basketball courts during open play hours has increased, so we are exploring methods to increase sportsmanship and goodwill among our participants. Cable service was disrupted when the provider changed to a digital service without prior notice. Sports Medicine has also seen increases in student requests. Current resources limit what can be offered and we are looking at ways to expand our services to the student members.
Westside Student Life

Changes

There were many successful transitions this year. Ashlee Norris transitioned from Program Support Coordinator to the Associate Director, which provided stability and a new leadership development focus to the department. Zack Kramer joined the team as the Student Resource Manager, and is based at the Lynnwood Center. This has provided more availability to our Center students and a creative outlook to our program model while allowing Ashlee to focus on the centers in the south and reduce the amount of travel. Lastly, our department is now able to provide face-to-face interactions and support for students with disabilities. Having both Zack and Ashlee trained on the intake and support process, they have been able to provide excellent and speedy service in person to our students with disabilities.

Accomplishments

• Implemented our new programming model that focused on three areas: social justice/diversity, campus connections, and community outreach. From this model we put on 40 interactive and passive programs.

• Lynnwood 3rd Annual Lunar New Year Celebration focused on the program area of social justice/diversity and provided 38 students, faculty and staff with an opportunity to learn about how Lunar New Year is celebrated in different countries from our diverse international student population and taste traditional Asian cuisine.

• Des Moines Volunteer Fair focused on the program areas of campus connections and community outreach through partnership of Highline Community College (HCC), CWU career services, and 20 Non-profits from the local area. 200 CWU and HCC students attended, and learned how to volunteer in their local community as well as network for potential internship opportunities. This event was the largest we have hosted at Des Moines and plan to repeat this successful event next year.

• Pierce County weekend outing to the Tacoma Comedy Club was our most successful off-campus event. Many of our Pierce County students are parents or work on the weekends, so having 50 students and their guests attend a Saturday evening program in their community was a great community builder.

• 3rd annual Graduation Awards Dinner at the Seattle Aquarium was our final accomplishment with 185 students, families, center staff and faculty, and Ellensburg staff in attendance. The most meaningful portion of this program was hearing the winners of the Outstanding Student of the Year Award give their acceptance speeches that shared great examples of how the CWU community has made a large impact their life’s journey.
Westside Student Life

Challenges

Both Zack and Ashlee viewed the challenges they faced this year as opportunities for learning for their professional practice. Both saw a need to improve our quarterly center orientations and began the process to implement change. They partnered with the orientation and advising staff in Ellensburg to create the center orientation advisory team (COAT). The team was created with the goal of streamlining the orientation process so that no matter which location a new student attended, they would receive the same communication, have updated centralized resource handouts given to them, understand the process of how to apply to a major and register for classes, and leave orientation feeling confident in their new academic adventure. These goals were a challenge to achieve because the centers had been doing their own process for so long, that implementing change was hard for center staff to adjust to. Through effective community strategies of in person, email, phone, and distance video conferencing, we have been able to create an outstanding model for our upcoming fall orientations. Even though this was a challenging process, we are happy that we were able to bring the center staff together to create a meaningful experience for future center students.
Associated Students of Central Washington University
Board of Directors (ASCWU-BOD)

Bryan Elliott, President
Jacob Wittman, Executive Vice President
Mary Orthmann, Vice President for Clubs and Organizations
Kelsie Miller, Vice President for Academic Affairs
Cassadra DuBore, Vice President for Legislative Affairs
Spencer Flores, Vice President for Equity and Community Affairs
Scott Kazmi, Vice President for Student Life and Facilities
Bob Ford, Advisor

Changes This Year:

Throughout most of the 2013-14 academic year the ASCWU-BOD worked to revise their Constitution and By-Laws. This included a comprehensive review of their charter documents as well as a review of many subsidiary bodies of governance including Academic Senate, Equity and Services Council, and documents supporting student driven committees. Policy updates were managed efficiently with many student volunteers contributing. In addition, the Board updated the election code and invested considerable resources in outreach and marketing material to educate student about their civic opportunities.

Student Government also increased its investment in the shared governance processes within the institution. For example, the Executive Vice President managed the committee recommendations and appointment process, filling 85% of student committee positions which was just at 25% the year before. The hard work many of the officers put in across units and meeting with Campus administrators has helped to affirm the students’ commitment to maintaining a strong culture of shared governance and support for the institution.

Accomplishments:

• Elections: The general election voter turnout increased by more than 40% over last year, with more than 1,000 students getting out to the polls.

• Fresh Air Initiative: Led by Executive VP Jacob Wittman and VP for Student Life and Facilities Scott Kazmi, to address concerns raised in a survey conducted by the Kittitas County Health Department. Further efforts included a campus wide survey and feedback from an open forum in the Student Union and Recreation Center (SURC) Pit resulted in a Student Union Advisory Board recommendation that the SURC East and West patios become smoke free. A proposed university policy update awaits final approval by Cabinet.

• Zip Car: ASCWU President Bryan Elliott spearheaded talks with Zip Car, consulted with Kittitas County Chamber of Commerce and worked with campus administrators to review a contract that will bring two new cars to campus summer of 2014.

• Quarter to Semester Conversion: Vice President for Academic Affairs Kelsie Miller worked with the Student Academic Senate to solicit student feedback regarding consideration of conversion from quarter to semester system as requested by Faculty Senate. Based on 1700 survey responses and more than 80% of students disagreeing with the transition the Board recommended that the institution does not move forward with the conversion.
ASCWU-BOD

- CWU Legislative Priorities: The BOD worked very closely with CWU Public Affairs on CWU’s two primary legislative action items: a new ROTC building, and supplemental funding to prevent a tuition increase next year. VP of Legislative Affairs Cassie Dubore and President Bryan Elliott made frequent trips to Olympia to meet with legislators, and collaborated on a student letter writing campaign to legislators to raise support for a new ROTC building. The Board traveled to Olympia Feb. 8 to further advocate for CWU and higher education initiatives, such as support for “The Dream Act” that was repackaged and approved as the “Real Hope Act” and waiving out-of-state tuition for veterans.

- Central Transit: The BOD worked closely with the City of Ellensburg to improve the Central Transit system. BOD committee appointee Derek Whittom represented student interests and helped draft a new schedule and route that has increased ridership and improved bus route reliability. The BOD also helped draft an operating agreement to ensure student input will continue as the service improves.

- Alumni Relations: The BOD worked this year to develop relations with the Alumni Association. They attended the Alumni Associations winter meeting in Seattle, where they provided an annual report to the Association and were provided with many networking opportunities. In addition the board worked closing with the Alumni Association to start the development process for a CWU Class Ring.

- Fee Policy: Student government worked with CWU administration to review and update the CWU Fee Policy, which helped outline and improve procedures for any changes to voluntary fees supported by the students.

- Learning Commons Fee: Student government worked with representatives from the Learning Commons to place a $5 fee initiative on the ASCWU General Election Ballot. The fee was approved by 91% of the voters and will ensure students are able to receive peer tutoring support from the Learning Commons Math and Writing Center.

Challenges:

Student Government has some long-standing challenges in ensuring continuity and working to on-board new officers each year. Improved technology and internal systems are aiding officers in overcoming this hurdle. This year the ASCWU-BOD did an exceptional job at managing to learn the University systems and improving their individual offices. The Board was able to tackle substantial issues and concerns. Collectively, the officers worked through their committees and structures of shared governance to improve relationships across the institution while advocating for students. One challenge that stands out as we close the fiscal year is the continued divestment of state support. This challenge will add complexity to the institutional landscape in the coming year and will require Student Government and leadership within the institution to work closely to effect change and maintain access for students from all walks of life.