

STUDENT UNION AND ACTIVITIES

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EXECUTIVE SUMMARY

Student Union & Activities strive to provide a community-centered gathering space with exceptional programs, services and facilities that encourage formal and informal student learning and leadership growth. Our facility is the hub for student life at CWU, with many opportunities for students to engage in activities and events. Highlights include:

During fall quarter we provided more opportunities for our students to collaborate and study with our Procrastination Stations and Quiet Zone. We explored intentional student employee professional development with monthly workshops, and had a record number of students participate in our programs. We also completed some major building projects and continue to assess the needs of the SURC for future projects as the building continues to age.

Winter quarter was definitely an interesting one. A fun collaboration resulted in EDM-style Electropolis Live, and we saw good numbers at our traditional programs. Construction projects and equipment upgrades continued, as well as our monthly student professional development program. We also focused on reducing our footprint by through paperless initiatives, and dealt with being down in professional staffing.

COVID-19 challenges hit at the end of winter quarter. Staff and students stepped up and worked together to support the university in many ways, putting students first and providing resources for their success.

Spring quarter was a first for us with the SURC closed and all staff working remotely. We found innovative ways to successfully schedule, manage calendars, use virtual platforms, host online events and manage a team all from home. Not the ideal way to operate a facility and programs based in direct student engagement, but we made it work and continued to serve our Wildcats.

Cherie Wilson, Director

AT A GLANCE

STUDENT UNION

1.58 MILLION

total entrances into the SURC

15,380

total events and meetings scheduled

Includes S&A, CWU Departments, Off-campus groups, and Conference Center

2,200

S&A events/meetings in SURC only

5,251

S&A events/meetings in all buildings

1,505

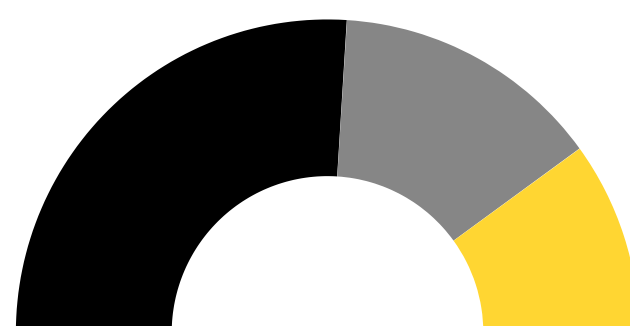
laptops checked out

141

maintenance workorders

\$1,764,418

total funding (FY20)

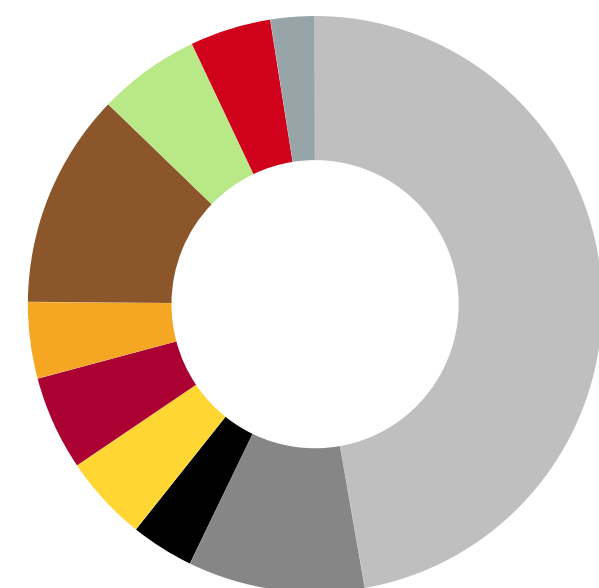


■ S&A (52%) ■ SUB (28%) ■ Self-Support (20%)

CAMPUS ACTIVITIES

14,000+

attendees at select traditional, signature, and online events

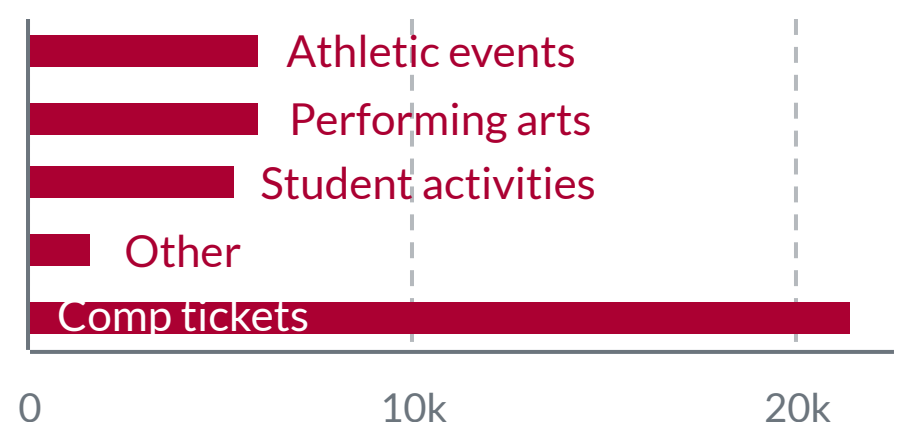


- Movies (weekly)
- Music (open mics, live shows, battle of the bands)
- Games (video/board game nights, trivia, laser tag)
- Rocky Horror Picture Show event
- Homecoming Comedian
- Boo Central
- Haunting at Central
- Paint U (opening weekend)
- Magician and Comedy shows
- Other (Wildcat Tailgates, Friendsgiving)

33 contracts executed for artists, performers, and entertainment

WILDCAT TICKETS

36,832+ event tickets processed



STUDENT UNION AND ACTIVITIES

Wildcats Belong Here.

AREA ACCOMPLISHMENTS

- Purchased seven new data projectors for the Ballroom and Theatre to finish a building-wide upgrade to laser or LED based projectors for our AV systems. This will improve safety as less maintenance is required; provide a higher quality experience for student clubs/orgs, departments, and the greater campus community; and play a critical role in the institutions ability to host classes in these spaces for fall term. The new projectors also align with the president's goal to increase energy efficiency.
- The SURC storefront door project is complete with all new doors and floormats at facility main entrances.
- Replaced gas insert in the PIT and added a mantel for improved aesthetic and welcoming atmosphere.
- Integrated Presence app with 25Live software to provide a seamless club scheduling process. Have also utilized Presence to provide student participation at events.
- During winter quarter, traditionally the most challenging time to get students participating in events, Campus Activities partnered with the campus radio station to host a live music event featuring KCWU student DJs for "Electropolis Live." Our student lighting designers received special training in new lighting control software, the student setup crew and security staff managed the show, and student programmers gained programming and planning experience with vendor contracts and event organization.

STAFF ACCOMPLISHMENTS

- **Drew Carter, Asst Director Operations:** Developed and presented "Tech Talk!" at the ACUI Region I / IV conference in Reno, NV and to the CWU Event Management Class taught by **Robbi Goninan, Asst Director Campus Activities.**

Nominated for the Student Supervisor of the year award by student Alexis Guy.
- **BK, Asst Director Operations:**
 - Presented "Resilience and Grit" juggling exercise for two "Don't Cancel That Class" faculty requests.

Conducted the *Team Effectiveness Profile (TEP)* with CWU Apartments Coordinator Elise May and team to improve group performance.
- **Cherie Wilson, Director Student Union and Activities:**
Named Communications Coordinator for 2020 ACUI Region IV Conference Planning Team.

Received Student Life and Facilities Committee Advisor of the Year Award from ASCWU VP Student Life & Facilities, Mickael Candelaria.
- **Bonnie Henderson, Scheduling Coordinator:**
CWU Civil Service Employee of the Month.
- **Student Lead Alexis Guy** interned at accounting firm Moss Adams and accepted a job beginning January 2021. Alexis also graduated Magna Cum Laude.
- **Students Alexis Guy and Tomas Ramos** both nominated for Student Employee of the Year.
- **Student Lead Jed Flippin** nominated for the Mary Lonowski Leadership Award.
- **Campus Activities programming students Ronnie Hindman and Libby Akin** awarded ACUI Region IV Student Driven Program of the Year for implementation of 2019's Student Appreciation Day: Wildfest.

ISSUES/CHALLENGES

Facility Issues

- The ballroom lighting remains at the top of the list of large scale projects. However, uncertainty surrounding the fiscal health of the university and our department is a barrier to initiating this project.

COVID-19 Issues

- We currently have four vacancies on our staff, including two in our custodial department. This is a critical need area to meet building cleanliness and sanitization goals.
- Student employment is facing many challenges. The work they used to perform for this facility will be greatly different than what they are asked to fall term and beyond. Many events supported by our team have been cancelled, or moved online. We will seek innovative ways to continue to support student retention.
- Our training window for full-time and student staff is incredibly short, just a few short weeks to prepare the facility and staff on new procedures.
- Scheduling and managing space for departments and clubs have become a challenge with ever-changing mandates by the Governor's office and Kittitas County Health department.
- Loss of revenue for the Student Union has been astronomical with the cancellation of all events Fall and Summer quarters. We use our revenue to supplement our budgets and operate the facility.
- The transition from an in-person focused environment to a 100% virtual has been challenging. We have found that many of the students had screen fatigue from online classes that affected the attendance at many of our virtual programs in the spring.

2020-2021 GOALS

1 Increase student employee responsibility and self-management. We will need to ensure our student employees create a strong connection to the "Why" of all our changes to policy and procedures. By expanding the roles and responsibilities of our student employees thusfar we have observed a greater commitment to the "big picture".

2 Ensure we provide a safe and healthy environment for all students, staff, faculty, and guests. It is our goal that our practices and procedures become the "gold standard" for our university and other Student Unions around the country.

3 Grow our virtual platforms and experiences with online programming including finding innovative ways to collaborate with other programming areas.

STUDENT INVOLVEMENT

Student Engagement • Center for Leadership & Community Engagement
Student Union & Activities • Publicity Center & Hype • KCWU 88.1 The Burg

RETENTION AND COMPLETION INITIATIVES

Welcoming environments and culture that contribute to students' overall well-being and feeling of belonging

- The 3rd floor lounge of the Student Union was designated a "Quiet Zone" for students to study and relax.
- "Procrastination Stations" designated Student Union meeting room space with technology as open for student use during finals week to meet about group projects, go through presentations and collaborate with each other.
- Each unit's diversity, equity and inclusion statements will be posted on their websites and in their office spaces. Ongoing dialogue with staff will bring statements into daily consciousness.

Programming and events that encourage social interaction, networking and making connections

- An array of activities were offered at different times and days, ranging from highly interactive to passive participation; encouraged students to connect with the college experience at their comfort level.
- Collaborations with other departments and student groups to insure programming representative of our student body and interests.
- CWU Hype Street Team regularly "invited" students to join them at events and activities, and created multiple interactive social campaigns to keep students checking in.

Providing tools and avenues for engagement

- Launched a new engagement tool, Presence. Students clubs, orgs and associated departments will be able to stay better connected and informed. The goal is to have full registration by September 30 for earlier engagement that will be sustained over time.
- Finalized handbook for student groups to streamline processes and get up and running more efficiently.
- Worked with CWU alumni in multiple ways, from speaking engagements, roundtables and networking to promotion of events and initiatives, to encourage persistence and completion.
- CWU Hype followed relevant hashtags to be among first to welcome new students to CWU and launched a new social media channel to connect better with students.

Leadership development opportunities that build skills and introduce resources

- CLCE hosted the 13th Annual Experience Leadership Project (ELP) for 120+ incoming first-year and new transfer students, to help develop a support network, improve leadership skills, and learn about resources available at CWU.
- Wildcat Leadership Academy helped students experience different leadership pathways and grow capacity.

Student employment and professional development opportunities

- Student lead positions regularly participated in the interviewing and training process of new student staff, adding value and stronger ties to their position.
- Student staff met regularly with their supervisors for mentoring, guidance, and performance reviews; all units met with student staff teams to strengthen the organization and celebrate them.
- Student Union introduced monthly student employee engagement workshops for more interaction cross-departmentally to create a greater sense of common purpose. Students are also able to take Strengths Quest survey for a look at what strengths they bring to the table in their work and personal lives.
- KCWU continued to offer students a unique, hands-on broadcasting experience not found at many other universities, and training in a true learning laboratory environment that is FCC-licensed.
- Publicity Center student staff worked in a professional creative agency setting, putting their education to work in a real-world environment and building their portfolios and resumes in the process.

COVID RESPONSE

- Retained all student staff by adapting work assignments and providing professional development options
- Produced regular Student Involvement video updates to stay connected with staff
- Employed Teams and Zoom for virtual meetings with staff, partners and clients; secured technology for staff as needed
- Loaned laptops to Information Services for distribution to students in need

COVID RESPONSE

- Cancelled scheduled space for all spring and summer campus events
- Created a virtual space in 25Live to post on University calendar and CWU Connect
- Shifted in-person events to virtual as possible
- Developed new online events
- Created a COVID-19 Emergency Management Plan for the Student Union
- Managed HVAC, water systems, and lighting controls during closure of the facility
- Provided data for costs/revenue losses related to COVID-19 interruption of operations, cancellations, etc.
- Evaluated budgets and reduced costs for the fiscal year by removing travel and reducing goods and services
- Reduced hours in the SURC for CWU Students only for food pick up and Wildcat Shop access
- Managed daily SURC door access and security
- Developed and facilitated meetings with the "Virtual Engagement Team" of 30 professionals within DOSS
- Facilitated and advised ASCWU online elections
- 20 professional and student staff participated in an inaugural Retention Outreach Calling campaign of all currently enrolled students
- Navigated HR processes with staff
- Provided all SURC signage related to COVID-19 advisories and notices; consulted with Public Affairs on communications and dept requests
- Provided weekly updates to SURC, Dining, and Wildcat Shop hours - at building entrances, websites and social media
- Pulled all publicity for spring events and developed simplified process for digital requests
- Pivoted KCWU programming for students to access and create remotely, including navigating technology, networking, and server challenges
- Expanded KCWU content into new areas
- Developed remote drop system for university PSA's and announcements from Public Affairs
- Supported clubs by waiving engagement hours requirements, offering office hour consultations, promoting virtual event ideas and resources
- Provided video support to Public Affairs
- Researched and submitted proposal to secure livestreaming capabilities
- Participated in and/or led several Fall Reopening planning committees and workgroups
- Continued preparations including ordering of plexi shields, cleaning supplies and sanitation stations, door kicks, signage; determining circulation pattern; storing/moving furniture to meet occupancy reductions; setting ballroom and theatre for academic class space, preparing training and staffing schedules, etc.

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DIVERSITY, EQUITY, AND INCLUSION INITIATIVES

- All units in Student Involvement have developed diversity, equity and inclusion statements. All professional and student staff stay current with required training, and many seek out additional resources and education to further improve the campus climate and that of our greater community.
 - Recruitment and hiring practices have become more intentionally focused on expanding candidate pools and outreach. There continues to be an increase in the applications and hiring of employees from traditionally underrepresented groups.
 - The Publicity Center consults with the Diversity and Equity Center and Disability Services, and advises clients of best practices, to insure marketing materials are inclusive and accessible. This includes attention to imagery and language, using accessible hashtags, alt tags, and captioning.
 - CWU Hype students seek out stories and cover events that highlight the diversity of the student body, and work with many departments, student clubs and orgs to develop materials promoting their events.
 - KCWU actively creates opportunities and positions to help address the gender gap in a traditionally male broadcast industry. Continued efforts have resulted in multiple women gaining jobs in the industry.
 - KCWU will also continue working to create a more inclusive and inviting physical and cultural space of the radio station, and create opportunities for more diverse voices.
 - 12th year of the Cross-Cultural Leadership Program (CCLP), which is designed to explore the relationship between leadership and culture, in an effort to grow global leadership.
 - 5th year of the Male Success Initiative (MSI), a student success initiative aimed at improving the educational outcomes of men of color at CWU. The Brother to Brother (B2B) chapter has operated as the primary vehicle for MSI with a plan to make a significant improvement in male students' satisfaction, academic performance, campus engagement, and retention and graduation rates with qualitative and quantitative measures of program success.
 - Support of culturally and inclusion based clubs through updated recognition and onboarding process. New clubs such as the Jewish Student Union, The National Gay Pilot Association, and the Native American Student Union learned about the process to become an Equity and Services Council Organization and connected with the Diversity and Equity Center.
 - Changed hiring practices for student employees to ensure we were reaching larger groups of potential employees. Student Union & Activities have observed a significant difference in our hired students' social groups and an increase in female and non-binary demographics.
 - Scheduling Services and the DEC worked together to get the new Multicultural Center established in 25Live and ready to use as a functional event space for on-campus organizations and departments.
 - Scheduled, planned, and/or provided services for over 5000 diverse events on campus with more than 9000 student participants.
 - The Student Involvement team is also highly engaged and committed to serving our campus and community while pursuing new knowledge through active participation in professional organizations and opportunities:
- COMMITTEES, COUNCILS, BOARDS: CWU Campus**
- ASL Onboarding Committee
 - Homecoming Committee
 - Late Night and Weekend Programming Committee
 - Central Circulation Committee
 - Commencement Committee
 - Wildcat Neighborhood Farm Steering Committee
 - Student Union & Recreation Center Safety Committee
 - Student Union Advisory Board
 - University Safety Council
 - Convocation Committee
 - Student Living Staff Gathering Planning Committee
 - SURC Partners Committee
 - SURC Governance Committee
 - Minority Employee Council / Welcoming Committee
 - Essential Personnel
 - Suicide Prevention Committee/Postvention Subcommittee
 - PEECS: Travel, The Collective, Central Resilience, Processes, Code of Ethics
 - CWU USHLI Committee
 - HIS Strategic Planning Subcommittee
 - Enterprise Communications Committee
 - Sustainability Council
 - Fall Opening planning: Programming, Service Centers, Circulation, Socialization
- COMMITTEES, COUNCILS, BOARDS: Off Campus**
- Ellensburg Youth Baseball/Softball (PR, web)
 - Ellensburg Hardwood Club (secretary, web, social media, photo)
 - Kittitas County 4H/ This 'n' That (volunteer, photo)
 - Kittitas County League of Women Voters
 - Ellensburg City Council (through Dec. 31, 2019)
 - Ellensburg City Lodging Tax Committee (chair through Dec. 31, 2019)
 - Ellensburg City Parks & Recreation Committee (through Dec. 31, 2019)
 - Ellensburg Senior Advisory Committee (through Dec. 31, 2019)
 - International Rotary
 - Kittitas County Chamber of Commerce – Leadership of Kittitas County Advisory Committee
 - Kittitas County Emergency Alert System (chair)
 - Kittitas Valley Hospital Patient Family Advisory Board
 - Yakima Jiu Jitsu (club president, volunteer instructor/children's class)
- Regional/National Positions**
- ACUI Regional Communications Coordinator
 - ACUI Regional Director
 - NASPA Region V Advisory Committee – Volunteer Coord
 - NASPA Region V Advisory Committee – Knowledge Committee Chair
 - National Association of Campus Activities (NACA) West Region – Regional Coordinating Board: Conference Showcase Production Coordinator
 - Student African American Brotherhood (SAAB) National Advisory Committee
- PROFESSIONAL AFFILIATIONS & MEMBERSHIPS**
- Association of College Unions International (ACUI)
 - College Broadcasters Inc.
 - Intercollegiate Broadcasting System
 - National Association of Broadcasters
 - National Association of Broadcast Engineers
 - National Association of Campus Activities (NACA)
 - National Association of Student Personnel Administrators (NASPA)
 - Student Affairs Assessment Leaders (SAAL)
 - University and College Designers Association (UCDA)
 - WASECC (Emergency Management Group for WA)
 - Washington State Association of Broadcasters
- TEACHING**
- Africana and Black Studies (ABS) 302: Hip-Hop as Global Culture
 - Business 310: Professional Development 2
 - Event Management Capstone
 - UNIV 101: Transition to College
 - "Don't Cancel That Class" select topics per faculty request