



## Request for 2020-21 Funding Services and Activities Fee Committee

### BUDGET PROPOSAL CONTACT INFORMATION

Department Name: Student Activities Board (SAB)

Create Date: 01/25/2021

Due Date: 02/05/2021

Submitter Name: Steve Ayden

UW Email Address: srschauz@uw.edu

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Department Head Approval:

Department Head: Liz Hansen

Requested Amount: **\$177,060**

## Departmental Information

### STUDENT UTILIZATION

The mission of the Student Activities Board (SAB) is to "empower students through diverse programming that focuses on building a positive and inclusive community, while encouraging student development through involvement." SAB provides students with exciting events on campus or opportunities to take a break from schoolwork, and ultimately strives to offer students something greater: connection and a sense of home. In 2020-2021, we were faced with the challenge of migrating our efforts to the virtual setting. We maintained our commitment to providing students with the spaces to connect with each other and to engage with virtual event programming. We had to reimagine our approaches, but we pushed to aspire to our mission.

Regardless of virtual or in-person settings, students benefit by being offered a variety of events to attend, including staple traditions such as Lights Out, Winter Ball/Bash, Pride Week, Study Nights. Trivia and Bingo also became massively popular this year. Students can expect innovative experiences, including concerts in partnership with Alma Mater, unique speakers and performances, as well as community engagement opportunities, such as Seattle Mariners games! These funds ensure that SAB staff members can devote their energies to developing diverse and exciting opportunities for students, and generate excitement for being a part of the UW Tacoma community. SAB, which also includes Hendrix the Husky, strives to make UW Tacoma more than just a place to take classes, but rather a place where folks want to stick around: virtually and, eventually, in-person.

### CORE VALUES/MISSION ALIGNMENT

The efforts of SAB contribute to students' awareness and satisfaction of University resources and support. This is done by partnering on events and other opportunities with departments such as Center for Equity & Inclusion, First Gen Fellows, Center for Service and Leadership, the Pack Advisors, etc. We also contribute to our diverse community through programming that provides learning experiences on different cultures and identities, such as Pride Week, Slam Poetry performances, and documentary screenings.

Our other events also provide common ground for students from diverse backgrounds and provide opportunity for community building. SAB regularly seeks to partner with RSO's, other student leaders, and even external groups. SAB coordinators are encouraged to consider who else might be invested in their event idea, and then reach out accordingly. For example, our Identity & Culture Coordinator was able to organize a speaking engagement with Justice G. Helen Whitener in partnership with Legal Pathways, the CEI, and the CSI.

Furthermore, our Community Connections Coordinator (a new role this year) has been working hard to build strong relationships with our consistent on-campus partners, and establish new connections within the greater Puget Sound to encourage engagement beyond our campus borders. Virtual limitations have made creating events difficult, but we are formulating strong connections for future efforts. These include the Grand Cinema, the Giving Garden, the Seattle Mariners, Alma Mater, and Campfire Coffee, just to name a few.

Specific success indicators that inform our practices:

- Increase student awareness of and satisfaction with the availability and accessibility of UW Tacoma resources, support, and infrastructure. (Students)
- Increase the number of community partnerships, including those that connect global and local communities. (Communities)
- Increase opportunities for students to understand and embrace the assets of our diverse communities through local and global learning and engagement experiences. (Equity)
- Improve satisfaction of faculty, staff and students with the quality of relationships on campus, characterized by respect, civility, courtesy and conflict-positive orientation. (Culture)
- Increase the satisfaction among students with student life infrastructure, such as options for parking, dining, housing and recreation. (Growth)

### SAF-FUNDED PROGRAM OR SERVICES GOALS AND OUTCOMES

2019-2020 was a year of transitions and rebuilding for SAB, and our best laid plans had to be modified for 2020-2021 due to the impacts of the pandemic, and the virtual migration. SAB restructured their student employee job descriptions and responsibilities, added an 8th coordinator role, and brought the Hendrix the Husky program back under our control. We asked for the funding for these changes (and got the approval from SAFC) right on the brink of the pandemic when no one could understand how deeply it would affect us.

However, with a stellar team of innovative students, we have adapted to the conditions, as well as adapted their responsibilities within their job descriptions to format to the virtual rather than in-person event planning. The Husky Life Coordinator has been able to develop a thorough character sheet for Hendrix the Husky; the Music & Performance Coordinator has streamlined communications with agents and the contract review process; the Staple Events Coordinator has innovated on all traditional events; the Community Coordinator has build strong bridges between on campus and community partners; the Outreach Coordinator, Graphic Design Specialist, and the Chair are developing an overall branding campaign to make SAB more of a household name for our students. All of these efforts will benefit SAB and the student body greatly when we can move beyond virtual limitations.

SAB seeks to create partnerships with RSO's as well as external organizations so that we might provide broad programming and unique experiences for our students. Creating these partnerships takes time, and has been challenging with the virtual limitations, especially on external organizations. We are focused on strengthening and maintaining our partnerships so we can hit the ground running when in-person experiences can be safely organized on campus and in the greater community again.

**List of collaborators (as of February 5):**

- Alma Mater
- ASUWT
- Campfire Coffee
- CAPS
- CEB at UWB
- CEI
- CSL
- DawgPack
- First Gen Fellows
- Legal Pathways
- Living Voices
- Marketing Society
- NACA
- Oasis Youth Center
- Pack Advisors
- The Pantry
- Pierce County AIDS Foundation (PCAF)
- The Rainbow Center
- Tahoma West

**Target Collaborations (ongoing efforts to establish partnerships):**

- Planned Parenthood
- Identity-Based RSO's

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Finally, last year, SAB noticed that students were not always clear on who we are and the services we provide: specifically that we provide opportunities for all and are not a members-based RSO. Looking to the future, we will continue to establish our organization's identity and brand. We need to help all UWT students understand that we are not an RSO, but a campus organization meant to engage everyone!

**STUDENT UTILIZATION (COMPARISON OVER PAST 2 YEARS)**

**Current Data Points for 2020-2021 (as of February 5):**

**SAB Total Attendance: 297\*\*\***

**Unique Attendees: 97\*\*\***

**Number of Programs: 25\*\*\***

**Unique Collaborations: 15**

\*\*\*These numbers are pulled directly from SAB's DawgDen page. Please note that DawgDen does not yet allow two organizations to be on the same data page for an event. So, we are lacking data for collaborative events where the other parties opted to create the event page instead. The totals will be higher if we were more easily able to trace event pages where we prepared but did not create/manage the data set.

In February 2020, we reported that we had an overall attendance of 562 and with a total of 15 programs. We reported 1,354 as of February 2019 and 1,039 as of February 2018. Attached to this application is a breakdown of the events held so far this year, and the individual attendance details of each.

We have had a higher number of events at this point by comparison to 2019-2020. This is due to the fact that this year's team had been committed to creating at least one engagement opportunity each week, as well as having more consistent staffing. Additionally, Fall quarter tends to be a little lower in the number of events as many team members are just starting to learn how to plan and manage events; with the confidence gained, we often see more events in the later quarters.

As for the decrease in attendance, there is one clear factor: the COVID 19 pandemic has greatly impacted how humans connect and interact. Here are more specific thoughts:

1. Some students have assumed there are no events even happening on campus, so they ignore our social media or other resources; they don't see what they aren't looking for
2. Zoom fatigue: we often need to host events on Zoom, but between classes and other commitments on this site, spending more time logged on is just not appealing, even if they are interested in the content. They are prioritizing their mental health away from the digital scene (as they should!)
3. We try hard to address this in our spaces, but virtual hang-outs can be more inducing of social anxiety for some, so much so they opt to avoid altogether
4. Virtual limitations making events feel varied difficult

To address these issues, we commit to our at least one engagement each week: people may not always come, but they know they can rely on SAB putting the work in, and they provide consistency and comfort.

**Demographic information - will provide as supplemental document**

**Previous years of data:**

**SAB Attendance**

- 2019-2020: approximately 1,000+++
- 2018-2019: approximately 2,000 (tracked data was lost in DawgDen transition)
- 2017-2018: 2,096
- 2016-2017: 3,518
- 2015-2016: 2,347
- 2014-2015: 3,101

**Number of Programs:**

- 2019-2020: 30
- 2018-2019: approximately 35 (tracked data was lost in DawgDen transition)
- 2017-2018: 100
- 2016-2017: 82
- 2015-2016: 100
- 2014-2015: 58

**Unique Collaborations:**

- 2019-2020: 15
- 2018-2019: exact data unknown
- 2017-2018: 19
- 2016-2017: 18
- 2015-2016: 9

+++exact data was difficult to track as we scrambled to transition to virtual, but did not prioritize attendance taking as we ought to have.

#### COLLECTION OF FEEDBACK & IMPROVEMENTS

Traditionally, SAB collects student input through surveys, social media, tabling, and 1:1 interactions. During virtual times, we have been intentional about sending follow-up emails to our event attendees to see if they have any feedback or ideas for future events. For example, we have repeated Harry Potter trivia at the explicit request of responses to these email outreaches. Additionally, all SAB coordinators host at least 2 virtual office hours a week, allowing for students to stop in to ask questions about upcoming events or give feedback. These office hours happen on the CSI's Gather.Town Portal. We also attempt to use our social media platforms (especially Instagram) for occasional polls, and to view dm's containing feedback.

Coordinators are asked to reflect on their programs upon completion as a part of their leadership and professional development, so they might continue to improve their efforts. Feedback and saved materials will eventually be compiled into transition reports to be passed on to future successors to ensure the longevity of programs. To collect program specific data, SAB utilizes DawgDen 2.0, enabling us to quickly collect student data through ID collection. Finally, shortly after submitting this proposal, we will also be re-

**implementing OnCampus Text: a SMS list-serve that students can opt into where we can reach them via text. We plan to use this for both event reminders, but also for surveys and polls that can provide us useful feedback and data.**

**SERVICE BENEFITS TO STUDENTS**

There are many meaningful ways in which the Student Activities Board benefits the student body. There are two significant benefits: 1) the development of student leaders involved in the organization, and (2) providing all students to actively participate in community and engage with each other outside of the classroom.

First, students directly involved with SAB learn skills needed in any profession they choose to pursue. By participating in conferences, leading a team, managing numerous projects and participating in regular leadership training, they develop critical skills to be effective leaders in their community. For example, our team members who at first would struggle to interact with attendees are now communicating without any issues, and complete event planning with a breezy confidence. Once they complete their first event, feeling nervous at first, and get the feel for this type of planning, we often hear a smile followed by a statement that they get it, know they can do, and excitement to plan the next one!

Second, SAB creates inclusive and unique experiences for all UWT students. These events offer the opportunity for participants to relieve stress, build relationships, and become educated on diverse perspectives, relevant issues, and school spirit. When students are engaged with their college community, they are more likely to persist and succeed academically. SAB contributes to the vibrancy of the campus community.

Students who attend our events are able to gain a sense of community on a campus that is mainly a commuter school and, especially now with everything being virtual, for many people, these events are the only way they have been able to actively engage with other students.

We know these details from verbal feedback from participants who express their gratitude for the opportunities. Here are some quotes pulled from students this year:

"You guys are amazing! I love these events in itself, that I get to meet new people and make connections, the prizes are just cherry on top! Kudos to you and your team. Looking forward to attend even more events and also invite my classmates too!" - UWT Graduate Student, follow up from BINGO event.

"This was one of the reasons why I applied for University of Washington. I love the fact that your efforts help stimulate the future of change. Thank you for making the connection for all of the efforts that you have offered this quarter." - UWT Undergraduate Student, follow up to Justice G. Helen Whitener Speaking Engagement.

As for persistence, there is plethora of research and theory to demonstrate the need for and positive effects of co-curricular experiences on learning outcomes for students. Furthermore, according to NSSE survey results conducted in late 2019., UW Tacoma is not performing as well as benchmark institutions in student belonging and connection. SAB hopes to be a part of the solution in shifting this culture, and to be empowered to contribute to these efforts.

**Staff Budget Requests**

Category	Details	Amount Requested
Student Staff <sup>3</sup>	Wages budget detailed break-down will be provided in Supplemental Documents. This covers a total 10 student employment opportunities: 8 SAB student staff coordinators (1 chairperson, 5 event/program coordinators, and 2 marketing coordinators). It also includes employment for 2 Mascot Ambassadors (In-suit student performers for Hendrix the Husky). <small>E001</small>	
	Student Staff Wages:	\$84,256
	Fringe @ 22.2%:	\$18,705
PERSONNEL TOTAL:		\$102,961

### Other Budget Requests

Category	Details	Amount Requested
Contracted Services	Honorarium for performers, marketing services; performers will include musicians in collaborative partnership with Alma Mater, Drag Kings/Queens for Pride, Slam Poets, comedians, mascot appearances. S002	\$30,000
Other Services	NACA annual membership, Registration fees for 9 staff to the NACA West conference, copy charges. Background checks for 10 student staff. Equipment and facility rentals; software rights/registration. S003	\$19,000
Travel	NACA West Annual Conference - November 2021, located in Spokane, WA. S004	\$4,600
Non-Food Supplies & Materials	Supplies for SAB events, Welcome Days, and Hendrix. Typically spend on program specific materials, such as canvas, decorations, prizes for BINGO, etc. S005	\$20,000
Food	Food for SAB staff training (Fall) and SAB pack retreat (Winter/Spring) S006	\$500
SUPPLEMENTAL TOTAL:		\$74,100

PERSONNEL TOTAL:	\$102,961
SUPPLEMENTAL TOTAL:	\$74,100
<b>COMPLETE PROPOSAL TOTAL:</b>	<b>\$177,061</b>

### Supplemental Documents



#### SAB CHAIR JOB DESCRIPTION

For future submission to Handshake; to provide context to the specific work of each SAB staff member.



#### SAB COMMUNITY CONNECTIONS COORDINATOR

For future submission to Handshake; to provide context to the specific work of each SAB staff member.



#### SAB GRAPHIC DESIGN SPECIALIST

For future submission to Handshake; to provide context to the specific work of each SAB staff member.



#### SAB HUSKY LIFE COORDINATOR

For future submission to Handshake; to provide context to the specific work of each SAB staff member.



### **SAB IDENTITY & CULTURE COORDINATOR**

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For future submission to Handshake; to provide context to the specific work of each SAB staff member.



### **SAB MUSIC & PERFORMANCE COORDINATOR**

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For future submission to Handshake; to provide context to the specific work of each SAB staff member.



### **SAB OUTREACH COORDINATOR**

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For future submission to Handshake; to provide context to the specific work of each SAB staff member.



### **SAB STAPLE EVENTS COORDINATOR**

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For future submission to Handshake; to provide context to the specific work of each SAB staff member.



### **MASCOT AMBASSADOR**

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For future submission to Handshake; to provide context to the specific work of these 2 roles.



### **SAB EVENT TRACKING**

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Details of each SAB event entered in DawgDen, including attendance, partnerships, and DawgBones valued which could be earned.



### **STUDENT DEMOGRAPHICS**

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Presentation of data about the student demographics/who participated in SAB events since October 2020.



### **WAGES CALCULATION**

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This sheet explains how wages (01) were calculated for SAB student staff.



### **02-05 BUDGET TEMPLATE**

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More details about how SAB plans to use the requested programmatic budget (02-05 lines).