



Request for 2020-21 Funding Services and Activities Fee Committee

BUDGET PROPOSAL CONTACT INFORMATION

Department Name: Center for Student Involvement

Create Date: 02/05/2021

Due Date: 02/05/2021

Submitter Name: Conor Leary

UW Email Address: cleary2@uw.edu

Phone Number: 2536924366

Department Head Approval:

Department Head: Elizabeth Hansen

Requested Amount: **\$208,489**

Departmental Information

STUDENT UTILIZATION

This request is for the management and operation of the UW Tacoma spaces in the University Y Student Center, as well as the Dawg House Student Lounge. This includes the Center for Student Involvement (CSI), housed in the University Y Student Center. We offer a variety of services including management of programming spaces available to UW Tacoma and the Tacoma community, video game & technology check-in/out, event-specific services and processes, space reservations, storage, and providing supplies. The CSI handles marketing approvals within student center spaces, ticket/item sales, game equipment (pool table, ping-pong tables, etc.) and much more. Our staff members are trained to be extremely versatile and knowledgeable about campus resources and departments. The staff provides customer service across many topics, as well as specializes in connecting the students to involvement opportunities. We work closely with all registered student organizations, SAB, ASUWT, faculty, staff, campus departments, the YMCA, and non-University community members to serve as a central resource for connecting students to involvement.

With listed services, we are also responsible for the furniture, technology and equipment within the University Y Student Center and the Dawg House-- a large amount of items! This includes the couches/chairs, tables and audio/visual items throughout these student spaces. Additionally, we do provide support for a couple of other student spaces in academic buildings (i.e. the WCG and BHS microwaves). We offered to support these spaces with microwaves to maintain access to them for all-students.

CORE VALUES/MISSION ALIGNMENT

Student engagement outside of academics has proven to be a valuable addition to campus life on college campuses, and studies show that it increases persistence to graduation. UW Tacoma supports and encourages student engagement inside and outside of the classroom, as well as in-person and virtually. We assist the campus in achieving this by providing spaces for students to hold their student organization events, to relax, to study, to connect and interact with others, and so on. During the 2020-2021 academic year, we directed our attention to highlighting and finding strategies for student organizations and departments to engage students through virtual activities. Whether virtually or in-person, our aim is to enhance the connection and belonging that UW Tacoma students feel, as well as concentrate on developing hubs of social activity where they can meet people with similar and different interests, personalities, and perspectives. We also support the RSOs, ASUWT, SAB, the CSL, and any campus partners who need assistance, through staffing and providing services in the Center for Student Involvement and within our programming spaces. These organizations continually provide involvement opportunities for students and impact the campus immensely.

When aligning this with the campus Strategic Plan, there are several impact goals that this fits perfectly in. Some examples include:

- A. **Students** -> Increase awareness of and satisfaction with the availability and accessibility of UW Tacoma resources, support and infrastructure
- B. **Communities** -> Increase the satisfaction of faculty, staff, students and community partners with the structures and resources supporting mutually beneficial engagement
- C. **Growth** -> Increase the satisfaction among students with student life infrastructure, such as options for parking, dining, housing and recreation.
- D. **Growth** -> Improve and expand facilities, technology and resources as the campus grows

SAF-FUNDED PROGRAM OR SERVICES GOALS AND OUTCOMES

CSI Virtual Project Teams – While staffing our virtual services, including our website's chat box and email, our staff has maintained their level of productivity, and were able to offer limited in-person services in the Autumn Quarter, when allowed by state guidelines. The CSI student staff was also split into seven (7) teams, each assigned an important project to organize, evaluate, and continue to progress towards specific goals for each quarter. The project teams focused on enhancing programs, services, or resources that would directly enhance engagement opportunities for students. The project teams include:

- **Dawg Bones Team**- Develops, promotes, and executes the Dawg Bones program
- **Programming & Engagement Team**- Develops a library of in-person and virtual event options from external companies to share with RSOs and campus partners

- **Training & Learning Team-** Concentrates on the development, research, promotion, and execution of Husky On Demand, a collection of asynchronous involvement experiences on DawgDen that focus on skill-building, knowledge development, and self-care.
- **Husky Involvement Mentorship Team-** Develops a retention system to help students understand more about involvement opportunities.
- **Data Team-** Gathers, evaluates, and provides direction from data collected about the office, its services, and student impressions.
- **Discord Team-** Concentrates on the development, promotion, and moderation of the Husky Gamers Discord Channel
- **Social Media Team-** Supports the content creation and promotional strategy of the UWTInvolvement Instagram account

Dawg Bones Incentive Program—In order to continue to foster student engagement, while also placing an emphasis on promoting the importance of attending virtual programming opportunities, planning for the Dawg Bones program began in Summer 2020 and launched in Autumn 2020. The program has assigned incentive points, calculated through DawgDen, to programs, events, meetings, and involvement opportunities within the CSI, RSOs, and throughout campus resources and offerings (including the CEI, TLC, Welcome Days co-sponsors, and the Library). Students earn prizes from their involvement, pairing the experiences and skills they enhance with a tangible reward, along with the chance to win more. The top tier prizes, including a travel mug and long-sleeved shirt, are based on a raffle system and the more Dawg Bones a student earns, the more of a chance they could win one of these exclusive prizes. Please refer to **Supplemental Document #1** for more in-depth information about the Dawg Bones program, including points breakdown, prizes, internal processes, progress data, and assessment.

Programming Outlets for Connection—The Center for Student Involvement ensured that students could find opportunities to connect through events, meetings, and other opportunities. The CSI researched and committed to showcasing different ways to allow for student connection virtually:

- Husky Gamers Discrod
- Zoom- The CSI provided information and consultations about how to use Zoom to put on different kinds of events
- DawgDen Experiences- Asynchronous training courses, videos, and activities were designed on DawgDen to give students the opportunity to learn new things. LinkedIn Learning served as a main source of information
- Gather.Town- Involvement Fair, programming, and an office environment was provided through Gather.Town

STUDENT UTILIZATION (COMPARISON OVER PAST 2 YEARS)

All UW Tacoma students are welcome and encouraged to utilize the University Y Student Center and Dawg House Student Lounge. During the virtual quarters of 2020-2021, programming and involvement opportunities continued as they were allowed by Washington State and UW guidelines. When open, the University Y Student Center was open for fitness and in-person services for free printing and computer use were coordinated by a reservation system that students could access up to two days a week. Student organizations were able to keep their storage units housed in the Center.

Coordination of Virtual Services: While the University Y Student Center was closed to in-person activity, the Center for Student Involvement coordinated with the YMCA to make sure that students were aware of the Virtual Fitness Class opportunities they had access to during the quarter. The Center for Student Involvement also continued providing support and guidance to the Registered Student Organizations and students of UW Tacoma to connect them with involvement opportunities. Students could contact the office through multiple avenues into an online Chat Box, the UWSTI email, the UWTInvolvement Instagram, through Dawgden, and on Facebook.

Reservations and Study Spaces: When open to in-person-services, some UWY spaces were reserved for study spaces and student use, within Covid-19 Prevention Guidelines. The Study Spaces in the UWY space were/are included in the options available during the Winter 2021 and Spring 2021 quarter, in alignment with the UW Tacoma study space reservation system. As the University Y Student Center building adapted to Washington guidelines for Covid-19 Prevention, the CSI has worked to make sure that services can be provided as much as possible.

Access to Services: During virtual times and when in-person services were available, RSOs were able to access the supplies or systems that they enjoyed when able to visit the office, including button-making, balloon tanks, storage units, and the opportunity to design and print stickers for their organization

Communication about Involvement: What became of the most importance was making sure that students understood all the different opportunities for involvement during the virtual quarters of 2020-2021. This meant pushing as much information out through multiple platforms and avenues, to make sure students knew what and how they could get involved. The UWTInvolvement social media platforms centered on making sure students could spend their free time between classes doing whatever they might want to try at UW Tacoma, even though they were unable to come to campus.

Data-Reporting

Please refer to Supplemental Document #2 for a full breakdown of our data-reporting, based on student use or engagement across virtual and in-person environments. The data areas that were followed this year include:

- The number of UW Tacoma students actively used DawgDen
- The number of involvement opportunities that could be found on DawgDen
- Dawg Bones
- The number of event attendees recorded on Dawgden
- UWY Social Media Platform growth

COLLECTION OF FEEDBACK & IMPROVEMENTS

During 2020-2021, the Center for Student Involvement spent time coming to a better understanding of what students were looking for and enacting programs that would help encourage student involvement.

Husky Involvement Survey- A survey was dispersed to multiple campus populations to find out more about how students viewed involvement and what they most wanted from their experience. The survey and data collected was meant to provide a better picture of how successful and attractive virtual programming opportunities were to students and enhance the direction for future programming.

CSI Student Advisory Committee- A committee was formed at the beginning of the year to receive feedback and guidance from prominent student leaders who are directly connected to the Center for Student Involvement. Many of these students either hold positions within the office's programming

or connect on a frequent basis with them. The mission of the Student Advisory Committee is to provide on-going feedback and solution-based strategies for how the students, as well as the CSI, can help to improve the overall student experience at UW Tacoma.

Dawg Bones Incentive Program: The Dawg Bones incentive program has concentrated on elevating the incentive for being involved on campus by tagging opportunities with Dawg Bones that could win students prizes. Progress data is reported on **Supplemental Document #1**

In-Person Practices- While in-person, the Center for Student Involvement has hour counts, feedback surveys, and usage reports that help us understand what aspects of the student centers and our office space are connecting with students who are already using the space. When we have not been able to have in-person services, we have turned our attention to finding out how we may be able to help students who do not use our in-person services feel more involved and connected.

SERVICE BENEFITS TO STUDENTS

Engagement – Our services assist in providing opportunities for students to engage with each other, faculty/staff, the campus as a whole and the community. Our office promotes and encourages different areas of involvement and supports the efforts of campus partners and student organizations in helping these programs come to life. Our significant focus throughout the years is to enhance the community experience by providing oversight over the spaces where community members host many events and meetings, which often students are in attendance at. This drive to help students create experiences for others to enjoy continues in the virtual realm as we've invested time and energy into finding how virtual systems can amplify the success of student programs, as well as engage those who may not be able to physically attend. With the University Y being a partnership with the YMCA, students are constantly being exposed to the YMCA and all that their organization offers – including recreation, fitness and healthy lifestyles.

Support – Through our staffing and operation of the Center for Student Involvement, we directly support all student organizations, the Student Activities Board (SAB), the Associated Students of UW Tacoma (ASUWT), Center for Service and Leadership, and more. We are a point-of-contact for these groups for questions, event equipment checkout, room reservations on campus, flyer approval, copying/printing of materials, flier approval and more. Virtual efforts have included the formation of project teams that are working to create new opportunities and enhance existing systems to align with student and community needs. Our student employees also consider and evolve new ways of enhancing the campus community that they themselves are and want to be more a part of.

Connection – By providing and managing physical spaces for students, we are helping to further connect them with the University and other people. The University Y and Dawg House are important connection points for students on campus – places that they know are meant for them and are run with a student-first mindset. This important concept did not change during virtual times as the CSI worked to keep students involved in the events and opportunities campus provided.

Skills for Staff – Through offering student employment opportunities, we are helping students to develop many critical life skills. From administrative skills, to time management, to event planning, and to teamwork, our student staff members are getting a plethora of chances to grow. Additionally, student employees on our staff are exposed to all of the different involvement and engagement opportunities on campus – such as RSOs, campus events, SAB, other departments, etc. They, too, learn about how to become involved.

Campus Collaboration – The CSI knew it would be pivotal to connect with departments and resources to make sure students understood the value of student engagement during a virtual quarter. Our department makes a consistent effort to connect with event organizers and partners to enhance the student experience as much as possible.

Staff Budget Requests

Category	Details	Amount Requested
Student Staff ³	The Student Center Coordinator provides support and management of the day-to-day operations of the University Y Student Center, the Center for Student Involvement, and the Dawg House Student Lounge. Coordinators serve as shift leads and provide them with guidance and tasks, as well as serve as event contacts to assist the UW Tacoma community in executing their events. In 2021-2022, they will serve as Virtual event monitors and help event organizers broadcast in-person events virtually E001	
	Student Staff Wages:	\$58,023
	Fringe @ 22.2%:	\$12,881
Student Staff ³	The Student Center Assistants assist in the management of the University Y Student Center, Center for Student Involvement, and Dawg House Student Lounge. While covering these areas, SCAs provides on-going logistics support, welcome in visitors, provide answers to questions, receive feedback about improvements, and assist with event set-up and breakdowns. Student Center Assistants provide support to UW Tacoma community members and are trained to understand information about available resources E002	
	Student Staff Wages:	\$70,542
	Fringe @ 22.2%:	\$15,660
Student Staff ³	The Senior Student Center Coordinator is is the leader of a dynamic student team that works in the University Y Student Center and Dawg House Student Lounge. This position assists the Assistant Director for Student Involvement in the daily management and operations of the CSI, while managing the scheduling of coverage within the space. The Senior Coordinator assists in event logistics as well as supports the staff members by hosting developmental workshops and learning opportunities. E003	
	Student Staff Wages:	\$15,190
	Fringe @ 22.2%:	\$3,372
Student Staff ³	The University Y (UWY) Event Coordinator is a key position that manages and supports all event planning and logistics within the University Y Student Center and Dawg House Student Lounge. The position manages the events and meetings held within the space, and focuses on delivering a positive customer service experience throughout the whole process. The Events Coordinator all handles scheduling for set-ups and breakdowns, as well as manages a team of coordinators to ensure requests are delivered. E004	
	Student Staff Wages:	\$12,090
	Fringe @ 22.2%:	\$2,684
PERSONNEL TOTAL:		\$190,442

Other Budget Requests

Category	Details	Amount Requested
Contracted Services	Funding to resurface the Pool Tables in the University Y Student Center and Dawg House Student Lounge Also, funding for Adobe Reader for the CSI Front Desk S001	\$1,375
Other Services	Staff Development materials (background checks, uniforms, name tags) Budget to host programs & fund incentive programs Discounted Tickets to be sold from CSI Office Phone lines Promotional items S002	\$9,124
Non-Food Supplies & Materials	Office supplies for the Center for Student Involvement use and for those who make use of the space. S003	\$2,000
Food	Food for Annual Staff training days over the course of 2 days to feed 21 staff members S004	\$798
Equipment	Funding to purchase: -Game Table equipment for student center spaces -General Student Space equipment and upgrades -Event & Meeting space equipment and upgrades S005	\$4,750
SUPPLEMENTAL TOTAL:		\$18,047

PERSONNEL TOTAL:	\$190,442
SUPPLEMENTAL TOTAL:	\$18,047
COMPLETE PROPOSAL TOTAL:	\$208,489

Supplemental Documents



SUPPLEMENTAL DOCUMENT # 1

A deeper look into the Dawg Bones Incentive program to provide more insight into the activity and involvement produced by the program, along with how students each Dawg Bones & prizes



SUPPLEMENTAL DOCUMENT # 2

Important data points from the services, resources, and opportunities provided by the Center for Student Involvement



SENIOR COORDINATOR POSITION DESCRIPTION

CSI Staff Position Description for the Senior Student Center Coordinator position, responsible for the supervision of CSI Staff and the day-to-day activities of the CSI and UWY



UWY EVENT COORDINATOR POSITION DESCRIPTION

CSI Staff Position Description for the UWY Event Coordinator position, responsible for supporting and assisting event organizers execute their programs within the UWY and Dawg House spaces

CSI COORDINATOR POSITION DESCRIPTION



CSI Staff Position Description for the Student Center Coordinator position, responsible for management of the day-to-day occurrences within the CSI, as well as supporting event logistics and needs

CSI ASSISTANT POSITION DESCRIPTION



CSI Staff Position Description for the Student Center Assistant position, responsible for support within the Center for Student Involvement and providing customer service to the UW Tacoma community.