



Request for 2020/202 Funding Services and Activities Fee Committee

BUDGET PROPOSAL CONTACT INFORMATION

Department Name: Center for Student Involvement

Create Date: 01/27/2020

Due Date: 02/07/2020

Submitter Name: Steve Schauz

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Department Head Approval: ✘

Department Head:

Requested Amount: **\$158,533**

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 not only seeks to provide students with fun and exciting events on campus or opportunities to take a break from schoolwork, but strives to offer students something greater: connection and a sense of home. Our programs are intended to bring people together and make the campus feel more alive, not just a place to study. This is also true in the motivations for Welcome Days (to get folks connected at the start) and Hendrix the Husky (to inspire pride for the institution).

Students benefit from these funds by being offered a various of events to attend, including some staple traditions such as Lights Out, Friday Night Flicks, Winter Ball, Pride Week, Study Nights, etc. They can also expect new opportunities like Bob Ross Painting Nights or Spring Concert (an upcoming collaboration with Alma Mater). These funds ensure that SAB staff members can devote their energies to making exciting things happen on campus, and in turn, generate excitement for coming to campus and being a part of the UW Tacoma community. SAB, to also include Welcome Days efforts and the Hendrix the Husky program, strives to make UW Tacoma more than just a place to take classes, but rather a place where folks are invited and want to stick around.

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 Counseling and Psychological Services, Center for Equity and Inclusion, First Gen Fellows, etc. We also contribute to our diverse community through programming that provides learning experiences on different cultures and identities, such as Latinx Cultural Celebration, Pride Week, and Slam Poetry performances.

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. This has resulted in connections with Fernseed (as part of an Earth Day event), the Office of Advancement (for sponsorship opportunities), and the Center of Service and Leadership and Tahoma West when all three groups realized they were planning separate events for Valentines Day. Furthermore, SAB is striving to encourage engagement in the greater Puget Sound Community via partnerships with art collectives (Alma Mater), athletic groups such as UW Athletics and Seattle Mariners, as well as targeting future constituents. These include the Grand Cinema, the Giving Garden, and many more.

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

SAB has experienced many transitions in the last year. The student team includes many new folks. The new professional advisor was hired after months of this organization not having full time support. For personal reasons, one student coordinator stepped down from the role right at the beginning of the year, leaving a team of 6. This year has been one of rebuilding and rebranding for SAB. We opted to spend Autumn Quarter tending to our internal organization with a handful of programs, and have been redesigning the team to better set us up for success into the coming years. This has also been a time for us to expand our reach and revitalize our presence on campus, through social media engagement and on-campus visibility. Data can be found in the supplemental documents.

Our goals this year have been to set ourselves up for long-term success, build relationships on campus, strive for inclusiveness, and provide students with meaningful events all while seeking balance. As a result, SAB has determined that it was necessary to reevaluate its current coordinator structure, resulting in efforts to bring Hendrix the Husky back under SAB, absorbing the responsibilities of the Mascot Coordinator, and creating an 8th SAB Coordinator role, as well as shifting job responsibilities overall (see supplemental documents for more details).

We have committed to intentionally building connections that will benefit the organization in this and future year. Collaborations thus far and planned for future dates include the following constituent groups:

- Alma Mater
- Associated Students of the University of Washington Tacoma (ASUWT)
- Black Student Union (BSU)
- Center for Equity and Inclusion
- Center for Service and Leadership
- Counseling and Psychological Services
- Court 17
- Fernseed
- First Gen Fellows
- Gender and Sexuality Alliance (GSA)
- Seattle Mariners
- Sony Music
- Tahoma West
- The Pantry
- The YMCA
- UW Athletics
- Veteran and Military Resource Center
- Vietnamese Student Association (VSA)

SAB seeks to create partnerships with RSO's as well as external organizations to that we might provide broad programming and unique experiences to our students. Creating these partnerships takes time, but we are proud of the results. For example, a connection with Alma Mater has resulted in a joint effort to create a Spring Concert for UW students that will also be open to the community. We will announce 200 free tickets to Junglepusy soon.

Looking to the future, we need to help students understand who we are and what we do: therefore, a lot of energy will be spend on branding. We will continue to host events and programs, but we strive to let folks know what we represent and that our events are open to everyone. We are more than an RSO; we can be the first connection for many students. The redistribution of job responsibilities should allow the event coordinators to host events as usual, while also empowering the Chair, Outreach Coordinator, and Graphic Design Specialist to envision our strategic brand and presence on campus. We plan to better connect with students, as well as to better represent ourselves and what we do.

STUDENT UTILIZATION (COMPARISON OVER PAST 2 YEARS)

SAB has hosted and/or collaborated on 15 programs and events between October 2019 - January 2020, with a total attendance of approximately 562. These numbers were much higher in the last two years: 1,354 as of February 2019 and 1,039 as of February 2018. A document is attached to this application with a list of events held so far (including attendance), as well as other methods of engagement and currently slated events for the remainder of the academic year.

We suspect that this decrease in attendance is for a number of reasons:

1. Given the circumstances of SAB losing a team member and having many new team members (including the professional staff advisor), SAB needed to take Autumn Quarter to scale back, reorganize, and determine how to best move forward. This meant fewer programs and more internal work to clarify on our internal operations, goals, and learning.
2. Most current coordinators have not planned events prior and needed time to learn event planning through training and trial and error.
3. Marketing and advertising strategies have not been consistent overall, and the organization is working to streamline this now.
4. Decreased visibility and presence on campus; students are not clear on who and what SAB is. Some of this needs to be remedied by SAB, but we will also require institutional support in this.

While attendance decreased overall, we saw a massive uptick in our engagements on social media, where we also push out most of our information. On average, each of our posts has a reach of 436, with a average interaction (like and comment) of 40. Overall, this is a 200% increase (twice as much) from last year.

Demographic information can be found in supplemental documents.

Previous year information can be found below;

- 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

Student Activities Board (number of programs)

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

Student Activities Board (unique collaborations)

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

COLLECTION OF FEEDBACK & IMPROVEMENTS

The Student Activities Board collects student input through surveys, social media, tabling, and 1:1 interactions. 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 has begun to utilize the DawgDen 2.0 platform, enabling us to quickly collect student data through the card-swipes system. Since this is a new system as well as due to the transitions happening in the Center for Student Involvement, SAB has not always used this platform to the best of its ability, but it is a goal to make it standard procedure for the next academic year. Often, if we do not use the card-swipe system, we will still estimate a head-count during an event.

Recently, SAB had been collecting miniature surveys to understand what draws students to events or what types of events they would like to see. We hope to utilize these surveys to design our programming around these responses. We have just published a more thorough survey a few days ago. Once data is compiled, the SAB Coordinator Team reviews the data and determines next actionable steps. Lastly, while attending the National Association for Campus Activities (NACA) regional conference, we utilized social media to see what students would like to see on campus. As a result, we will be bringing a mobile rage room (having received a 96% approval rating) to campus, in addition to seeking and securing a female-identified hip/hop and/or R&B artist for our Spring Concert event.

SERVICE BENEFITS TO STUDENTS

There are many meaningful ways in which the Student Activities Board benefits the student body. That being said, there are two significant benefits for students. The first is the development for the student leaders involved. Students involved in 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.

The other significant benefit of SAB's work is providing the opportunity for students to actively engage each other outside of the classroom. SAB creates inclusive and unique experiences for our students. These programs offer the opportunity for those participating to release stress, develop relationships and become educated on diverse perspectives, relevant issues, and school spirit. When students are engaged in their college community, they are more likely to persist and succeed academically. SAB contributes to the vibrancy of the campus community.

We know this from verbal feedback from participants who express gratitude for the opportunities, which we have heard from folks who loved to dance at Winter Ball to those who were excited to curl up under a blanket in the cold weather after winning it as a prize at BINGO! We see it in how folks compete to win Keurig's at events and in decorating challenges. Often, we learn about the impact on students from their expressions of gratitude or the feedback on surveys we are seeking to push out. As far as persistence, there is a plethora of research and theory to demonstrate the need and positive effects of co-curricular experiences on learning outcomes for students.

Furthermore, according to recent NSSE survey results, UW Tacoma is not performing as well as benchmark institutions in student belonging and connection. SAB hopes to be part of the solution in shifting this culture, and to be empowered to contribute to these efforts.

ADDITIONAL INFORMATION OF FUND UTILIZATION

While we have not spent a lot of its provided funds at the time of this submission, SAB is planning to come out strong in Spring Quarter with a lot of events with higher costs. As some examples, we will be hosting a Spring Concert event with Alma Mater (\$8,000), bringing in a number of performers to campus including Slam Poets and Drag Kings/Queens (totaling about \$4,500), and providing opportunities such as inflatables (\$3,000) and Mobile Rage Rooms (\$3,000). Under the supplies byline, we will be using much of that money to purchase SAB swag items that can be used as promotional devices for years to come.

Staff Budget Requests

Category	Details	Amount Requested
Student Staff ³	This request covers a total of 10 student leadership positions. 8 of these positions are considered the leadership team of the Student Activities Board (1 Chair, 5 event coordinators, 1 outreach coordinator, and 1 specialist). The remaining two roles are Mascot Ambassadors who don the Hendrix the Husky outfit. Changes to SAB job descriptions are provided in the Supplemental Documents	
		E001
	Student Staff Wages:	\$72,980
	Fringe @ 20.9%:	\$15,253
	PERSONNEL TOTAL:	\$88,233

Other Budget Requests

Category	Details	Amount Requested
Contracted Services	Honorarium for performers; SAB seeks to increase performing arts on campus. We hope to recruit the following performers: slam poets (for open mic nights), more female-identified musicians, Spring Concert headliner, Drag Queens/Kings for Pride Week, comedians, DJ's for Lights Out and Winter Ball, and take-over style events at restaurant, trampoline parks, etc. S001	\$25,000
Other Services	National Association of campus Activities annual membership; registration fee for 9 staff members to attend NACA West conference; film rights; services fees for equipment (such as inflatables) and facility (Winter Ball off-campus location) rentals; campus service costs such as printing, IT, copy, etc; background checks for staff members. S002	\$20,000
Travel	NACA West Regional Conference - November 2020. Amount requested will cover all SAB team members (8 student coordinators and 1 advisor) to attend conference in Spokane, WA, including potential airfare and accommodations. Attending NACA will be a requirement of employment. S003	\$4,800
Non-Food Supplies & Materials	General supplies and materials for SAB, Welcome Days, and Hendrix the Husky. These supplies will typically send on program specific materials, such as canvas for painting nights, decorations for themed party, prizes for BINGO or other style events, and many other items. This category will also cover the cost of swag and branded merchandise to distribute to students on campus. S004	\$20,000
Food	Food for SAB staff training and SAB pack retreat. S005	\$500
SUPPLEMENTAL TOTAL:		\$70,300

PERSONNEL TOTAL:	\$88,233
SUPPLEMENTAL TOTAL:	\$70,300
COMPLETE PROPOSAL TOTAL:	\$158,533

Supplemental Documents



PROPOSED SAB CHAIR JOB DESCRIPTION

For future usage on Handshake. Meant to demonstrate changes and new focus of SAF funded student position.



PROPOSED SAB COMMUNITY CONNECTIONS COORDINATOR JOB

For future usage on Handshake. Meant to demonstrate changes and new focus of SAF funded student position.



PROPOSED SAB GRAPHIC DESIGN SPECIALIST JOB DESCRIP

For future usage on Handshake. Meant to demonstrate changes and new focus of SAF funded student position.

PROPOSED SAB HUSKY LIFE COORDINATOR JOB DESCRIPTIO



For future usage on Handshake. Meant to demonstrate changes and new focus of SAF funded student position.



PROPOSED SAB IDENTITY & CULTURE COORDINATOR

For future usage on Handshake. Meant to demonstrate changes and new focus of SAF funded student position.



PROPOSED SAB MUSIC & PERFORMANCE COORDINATOR JOB D

For future usage on Handshake. Meant to demonstrate changes and new focus of SAF funded student position.



PROPOSED SAB OUTREACH COORDINATOR JOB DESCRIPTION

For future usage on Handshake. Meant to demonstrate changes and new focus of SAF funded student position.



PROPOSED SAB STAPLE EVENTS COORDINATOR JOB DESCRIP

For future usage on Handshake. Meant to demonstrate changes and new focus of SAF funded student position.



SAB STAFFING CHANGES PROPOSAL

Overview of proposed staffing changes to SAB.



SAB ENGAGEMENT

Spreadsheet of all past and upcoming events and engagement opportunities. Includes attendance.



STUDENT DEMOGRAPHICS

Demographics of students who have engaged with SAB events.



OVERVIEW

A presentation to give an abbreviated overview of SAB SAFC requests