

BUDGET PROPOSAL CONTACT INFORMATION

Department Name:

Create Date:

Due Date:

Submitter Name:

UW Email Address:

Phone Number:

Department Head Approval:

Department Head:

Requested Amount:

Departmental Information

STUDENT UTILIZATION

Welcome Days offers students a variety of ways to meet new people, learn about UW Tacoma, and get immersed into UW Tacoma and Husky culture at the start of their Autumn, Winter, and Spring quarters. The programming series is constructed by the Center for Student Involvement and Office of New Student & Family Programs as a connector from Orientation to the rest of a Husky's time at UW Tacoma. In years' past, the program has grown not only to be the source that combines the variety of events that take place across campus in the first few weeks of each quarter, but the full promotion of what the UW Tacoma community has to offer. Welcome Days has grown to include programs created by those organizing the promotion of all events on campus through multiple means, including the Welcome Days Website, social media, the UW events Calendar, DawgDen, and a published brochure (currently in development for Spring Quarter).

Through the desired achievement of the Welcome Days 4 pillars of Connect, Learn, Socialize, and Succeed, students are given the opportunity to connect with resources, meet new people, find out more about UW Tacoma, and establish as quick a connection with their Husky identity as they'd like. Students are encouraged to attend different programs that feature speakers, campus services, activities, giveaways, and more to gain more of a sense that they belong within the UW Tacoma community and should take advantage of all its opportunities as soon as possible.

CORE VALUES/MISSION ALIGNMENT

Welcome Days aligns with multiple aspects of the strategic plan, as the central concentration of bringing together all of the exciting and interesting events and programs that occur for students in the first few weeks of the quarter are based on heightening the campus experience, increasing the success of student connection to the campus culture, and growing the number of students who are retained from quarter to quarter, based on their connections in and outside the classroom. The program's pillars and collected events aim at ensuring that students understand and are aware of the availability and accessibility of UW Tacoma resources and support. The program works to ensure that students and their sense of belonging, which comes from understanding and knowledge early on in their time at the institution, inspire our campus partners to put on activities that better heighten their confidence on campus.

Welcome Days emphasizes the Culture Initiative as well as another major role of the program is to create, foster, and promote a welcoming and engaging atmosphere for campus. While the Welcome Days structure was created to last the first two weeks of the quarter, we have begun to dismantle the idea that that "welcoming" presence is only needed, and feeling welcomed is only achieved, in those two weeks. More understanding has been placed into the program's adaptation to the fact that it may take students more time to feel welcomed in a new community than just two weeks. Opportunities are concentrated and emphasized as Welcome Days events in the first two weeks, but the website and opportunities continue to be updated long into the quarter, in the recognition that the campus culture needs to welcome in students as often as they expect to feel welcomed.

Welcome Days activities and events are executed to ensure that our campus grows and that the students who feel welcomed remain on campus for their entire education. The program is meant to be a staple that grounds students in different experiences that educate them and connect them to different students, resources, and services available.

SAF-FUNDED PROGRAM OR SERVICES GOALS AND OUTCOMES

This is the first year that Welcome Days has requested as an SAFC budget, but the idea to do so was born out of the development of particular programs by the planning team for Welcome Days to serve as staple events in the programming series. For years, campus services and departments have helped in the construction of a mass calendar of events within the first two weeks of the quarter to fulfill their own office missions, and to help the Welcome Days program thrive. The Welcome Days team has collected these ideas, formed promotional materials and strategies, and helped these departments to better promote their events to students. Any department or service on campus can feature an event during Welcome Days and once their event information is provided, the Welcome Days team gets moving on how they can best promote and advertise the programs so that students are more aware of the event and how it can impact their experience. Campus Partners for Welcome Days have included all of the following collaborators who have relied on the Welcome Days team for marketing and promotional support, event logistics and planning, and financial support (although to this point, all of those requests have been through departments with available budget lines or the Campus Event Fund application): Student Activities Board, ASUWT, Office of Global Affairs, Center for Equity & Inclusion, Center for Service & Leadership, Pack Advisors, Career Development & Education, Psychological and Wellness Services, Registered Student Organizations, First Generation Student Initiatives, UWT Study

Abroad, University Y Student Center, and more. It is our ongoing mission of the Welcome Days team to involve as many collaborators as possible in order to further identify Welcome Days as the traditional means of welcoming students to (and back to) UW Tacoma each quarter.

Any funding acquired by the Welcome Days committee has been used to fund specific programs, put on by the committee to enhance the student experience. These events are created to promote campus pride, connect students to activities, and to emphasize the role that Welcome Days plays in a student's ability to feel connected to campus. These programs also encourage to attend more Welcome Days programs. Program funding has come from the Campus Event Fund as it directly benefits students, but this proposal would allow for the budget to be pre-approved and secure the happening of events that welcome days would like to sponsor annually. Examples of events that were successful after funding was acquired were: the W Photo, Stuff-a-Husky, and the You Belong Here Photo. Because of their success with students, the Welcome Days committee is proposing to be allotted funding for other programs we hope to make traditional parts of the year to promote more attendance at Welcome Days activities and more interest from the students. Having the funding secured at the start of the year will allow for easier planning and more time to promote the events.

STUDENT UTILIZATION (COMPARISON OVER PAST 2 YEARS)

Welcome Days is emphasized to all incoming UW Tacoma students at New Student Orientation and in New Student Orientation mailing packages. The program is also emphasized to any student who'd like to attend the events. Attendance tracking across all of the events has proven to be a difficulty as there is not a centralized person who receives all the check-in data. Covid-19 and the development of virtual programming has also affected how often people confirm their attendance. However, there is legitimacy in the effectiveness of Welcome Days by the sheer number of opportunities that exist for student participation and attendance during the program's calendar. The programs would happen either way, sponsored by different departments and services, but the Welcome Days calendar, website, and promotional strategy brings together all the possible programs and exposes them to students through different avenues to increase participation. For the events that have been sponsored by the Welcome Days committee directly, attendance has been collected and is listed below:

W Photo (Autumn Quarter): 212 student attendees
Stuff a Husky (Winter Quarter): 107 student attendees
You Belong Here Photo: 58 student attendees

*Welcome Days, as with last year, was greatly affected by Covid-19 Prevention strategies and many of our event organizers sponsored virtual or hybrid programs throughout the Winter Quarter, after some did more in-person or hybrid options during the Autumn Quarter. Events were still sponsored on campus during Winter Quarter, when classes were predominantly virtual, to ensure that students who were on campus and using its resources had access to programming avenues.

Autumn 2021 Event Count: 33 (*count only includes the first two weeks of the quarter)
Winter 2022 Event Count: 70 (*count includes the first 6 weeks of the quarter)

COLLECTION OF FEEDBACK & IMPROVEMENTS

Welcome Days Partner Feedback- The Welcome Days committee has placed a greater emphasis on evaluation and assessment of particular programming avenues as well as promotional and marketing strategy. One of the key groups that we assess the Welcome Days programming and promotional strategy from are the campus partners who sponsor programs and activities within the Welcome Days activities calendar. The Welcome Days committee asks for a lot of information from our campus partners in order to advertise and promote their events to the greatest UW Tacoma audience as possible and we sent our a survey to gather feedback about what more the Welcome Days committee could do to enhance their programming. During this process, we also ask for attendance numbers for particular events in order to better centralize that information, but that data has been slow to build as group have been building their audiences in remote times. From the evaluation data collection for Winter 2022, our partners were receptive to having their events broadcasted within the Welcome Days campaign and enjoyed the marketing style that was established. Our partners did ask for more event logistics support, especially when it came to virtual programs, as well as the possibility of Welcome Days committee being able to provide financial support (if possible) for programming outlets.

Welcome Days Student Evaluation- Students were asked at Welcome Days-specific activities a series of questions (informally) to gather how they were enjoying the Welcome Days Programming. They were particularly asked what brought them to programs and where they sought out the information. It is the goal, with funding awarded, to track attendance at Welcome Days-Specific events and record student reactions to have those programs, as well as having students consider the impact the activities had on their comfort

SERVICE BENEFITS TO STUDENTS

Welcome Days is a program meant to fully welcome and connect students to UW Tacoma. It leads with the fact that UW Tacoma is a daunting and complex system, with many different resources, services, and opportunities, all working towards the success of students. Without the Welcome Days program bringing campus offerings together, along with important information that highlights how students can grow more comfortable on campus, many of the services might go unused by students until well into their time at UW Tacoma. The mission of leading students into the resources and services available to them constantly drives the promotional strategy and program enhancement for Welcome Days. The most significant impact the program can make is illustrating what events and activities are available to students, that will heighten their understanding of different aspects of campus and connect them to anything they might need. The organization of all the events on singular calendars and the advertising for students to dive wholeheartedly into campus offerings that interest them support student success along the four pillars of the program:

Connect: Events within the "Connect" category will allow you to weave meaningful threads between yourself, campus, and the greater Tacoma area community. These events will help you to find and fortify connections with on-campus and off-campus groups and resources, making you a connected part of our UWT community.

Learn: Events within the "Learn" category are intended to enhance your out-of-the-classroom learning. How do I develop study skills? What does the Lushootseed around campus means, and why does it matter that this language is painted here? Join these events to expand your learning and understanding of yourself and the world around you.

Socialize: Events within the "Socialize" category will give you the opportunity to casually interact with your peers and classmates, make some new friends, and to just have some fun!

Succeed: Events within the "Succeed" category will empower you on your journey throughout your UW Tacoma experience, giving you the tools you need to achieve your goals! These events will prepare you for the rigor of college academics; enhance your study, writing, and reading abilities; and get you ready for your career

Through their attendance at programs with these designations, campus partners provide information and access to resources that students can use to grow more confident in their abilities and in the knowledge of the community.

The proposal of Welcome Days funding approved before the academic year 2022-2023 begins would allow for Welcome Days to turn from the organization of information and promotion of that information to execution of event logistics that provide opportunities for students to achieve the goals of the program. The events list provide more time for students to socialize, to meet new people, to connect along similarities, and to explore differences, while infusing more tradition and pride in the UW Tacoma for students to share in.

Staff Budget Requests

Category	Details	Amount Requested
	PERSONNEL TOTAL:	\$0

Other Budget Requests

Category	Details	Amount Requested
Other Services	Printing services for the Welcome Days Brochure for 300 physical copies to be handed out at tabling events each quarter. The brochure will also be digitally sent to all UW Tacoma emails S001	\$2,250
Non-Food Supplies & Materials	Supplies for signature Welcome Days events each quarter including W Photo, Husky Hangout, Washington Wednesdays, Stuff-A-Husky, Winter Picture, giveaways and promotional items S002	\$8,636
	SUPPLEMENTAL TOTAL:	\$10,886

PERSONNEL TOTAL:	\$0
SUPPLEMENTAL TOTAL:	\$10,886
COMPLETE PROPOSAL TOTAL:	\$10,886

Supplemental Documents



WELCOME DAYS BUDGETARY DOCUMENT



Summary of Welcome Days expenses in the form of Signature Programs to be added to the Welcome Days calendar each quarter as well as printing costs for the Welcome Days brochure.