

BUDGET PROPOSAL CONTACT INFORMATION

Department Name: Center for Student Involvement

Create Date: 02/13/2023

Due Date: 02/17/2023

Submitter Name: Conor Leary

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Department Head Approval:

Department Head: Bernard Anderson

Requested Amount: **\$15,800**

Departmental Information

STUDENT UTILIZATION

Welcome Days offers students many 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 developed and managed 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. Over the years, 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, and a digital brochure for each quarter where Welcome Days takes place.

Through the 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 and promoting retention efforts by offering connection to the campus culture, and fostering of climate of creativity, entrepreneurship and innovation through the broadcasting of diverse programs and events. The program's pillars and collected events aim that ensuring that students understand and are aware of the availability and accessibility of UW Tacoma resources and support. The program works to ensure that student well-being is emphasized and promote, students achieve a sense of belonging (or the small start to one), and find inspiration from campus partners to put on activities that better heighten their confidence on campus.

Welcome Days emphasizes the Goal area of Vitality, as the program promotes and creates experiences that foster and promote a welcoming and engaging atmosphere for campus. The Welcome Days program now celebrates the kick-off to another quarter, while offering opportunities that traverse the whole quarter. The program dismantles the idea that that "welcoming" presence is only needed, and feeling welcomed is only achieved, in the first 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

With the approval of this year's budget, Welcome Days will continue into the second year of being awarded funding from the SAFC budget. The idea to acquire funding for Welcome Days to put on programs by the planning team developed from how the committee felt the need to add staple events to the calendar events as a whole.

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 the on-going 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.

Funding provided last year supported the efforts of hosting signature programs within the Welcome Days Calendar, including key events that brought students together that promoted campus pride, connected students to activities, and emphasized the role that Welcome Days plays in a student's ability to feel comfortable on campus. These programs also encouraged people to attend more Welcome Days programs and are being built to be maintained or advanced as campus traditions in the future

<u>Event</u>	<u>Budgeted to Serve</u>	<u>Served</u>
W Photo (Autumn '22)	175	124
Husky Hangout (Autumn '22)	75	88
Husky Pride Market (Autumn '22)	75	89
Washington Wednesdays Tye Dye (Autumn '22)	300	300
Stuff A Husky (Win '23)	200	142
You Belong Here Photo (Win '23)	64	75

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. This year, a digital brochure was prepared, emailed out, and posted to the Welcome Days Website for Autumn, Winter, and (soon-to-be) Spring Quarter. Attendance tracking has helped to increase the 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:

<u>Event</u>	<u>2022-2023</u>	<u>2021-2022</u>
W Photo (Autumn '22)	124	212
Husky Hangout (Autumn '22)	88	*Not able to be featured without SAF*
Husky Pride Market (Autumn '22)	88	*Not able to be featured without SAF*
Washington Wednesdays Tye Dye (Autumn '22)	300	*Not able to be featured without SAF*
Stuff A Husky (Win '23)	142	107
You Belong Here Photo (Win '23)	75	58

Winter 2022 Event Count: 252 (*count includes the first 6 weeks of the quarter)
 Autumn 2022 Event Count: 85 (*count includes the first 6 weeks of the quarter)
 Spring 2022 Event Count: 93 (*count includes the first 6 weeks of the quarter)
 Winter 2022 Event Count: 70 (*count includes the first 6 weeks of the quarter)
 Autumn 2021 Event Count: 33 (*count only includes the first two weeks of the quarter)

COLLECTION OF FEEDBACK & IMPROVEMENTS

Welcome Days Partner Feedback- The Welcome Days committee has emphasized evaluation and assessment of programming avenues as well as promotional 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 out 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 groups have been building their audiences in remote times. From the evaluation data collection for Winter 2023, 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 the Welcome Days committee being able to provide financial support (if possible) for programming outlets.

Welcome Days Pillar Evaluation- Students were asked at Welcome Days-specific activities a series of questions through a formal process to gather how effective the Pillars of Connect, Discover, Socialize, and Succeed are connected to events and the program. Students provided qualitative feedback that emphasized that students sensed the purposes of each event. Attendance has been better tracked, especially for programs that were supported by SAF, and shows that Welcome Days-Specific events provided a direct connection or support to students looking to get involved in them.

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.

Discover : Events within the "Discover" category will support your learning outside of the classroom. You will be encouraged to seek an enhanced understanding of the world around you and your places in it through the consideration of beliefs and values, respectful discussion, and reflection.

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.
 Further funding for Welcome Days would increase the number of events offered in the program, directly from the committee, as well as keep emphasizing 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
Contracted Services	Contract signature events to bring a Hypnotist in the Fall Quarter, Mobile Escape Rooms in Winter Quarter, and a Headphone Disco in Spring quarter S001	\$7,150
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	\$8,650
SUPPLEMENTAL TOTAL:		\$15,800

PERSONNEL TOTAL:	\$0
SUPPLEMENTAL TOTAL:	\$15,800
COMPLETE PROPOSAL TOTAL:	\$15,800

Supplemental Documents



WELCOME DAYS BROCHURE LINKS

Links for our Welcome Days brochures, created to encourage student participation and event attendance, as well as to share resources about campus.



PILLARS AND QUESTIONS FOR WELCOME DAYS

The Pillars, along with questions and outcomes, explained. The assessment effort happened through Autumn 2022 and will continue in Spring 2023 to define the credible pillars that students achieve.



EVALUATION SYSTEM FOR WELCOME DAYS PILLARS

In order to determine the effectiveness of Welcome Days, event organizers were asked to assist in the process of determining which Pillars (if any) students connected most with while attending events.



WELCOME DAYS_ BUDGETARY BREAKDOWN

Information document that further define what is being requested through the lumps sums provided, including wage, benefits, supplies, and other details.