

BUDGET PROPOSAL CONTACT INFORMATION

Department Name: Welcome Days

Create Date: 02/03/2026

Due Date: 02/06/2026

Submitter Name: Daniel Nash

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Phone Number: 253-692-4813

Department Head Approval:

Department Head: Conor Leary

Requested Amount: **\$5,150**

Departmental Information

STUDENT UTILIZATION

The purpose of the Welcome Days program is to create programming and events that connect new and returning students to campus--to meet new people, learn about UW Tacoma, and get immersed into the campus culture. It consists of a combination of events that are developed in-house by our staff, as well as a loose confederation of other offices' programming.

Welcome Days operates on four pillars:

1. Connect: To connect classroom concepts outside the classroom
2. Learn: Learn something new about campus
3. Socialize: Meet and form relationships with fellow students
4. Succeed: Develop skills to become more successful students at UW Tacoma

If approved, funding will be used on necessary supplies to run the in-house programming, as well as promotional items that are earmarked for student giveaway.

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 a climate of creativity, entrepreneurship and innovation through the broadcasting of diverse programs and events. The program's pillars and collected events aim to ensure that students understand and are aware of the availability and accessibility of UW Tacoma resources and support. The program works to ensure that activity planners focus on student well-being, students achieve a sense of belonging, and that the CSI finds inspiration from campus partners to put on activities that better heighten students' confidence on campus.

Welcome Days emphasizes the goal area of Vitality. The program promotes and creates experiences that foster and promote a welcoming and engaging atmosphere for the campus. The Welcome Days program celebrates the kickoff to another quarter, while offering opportunities that span the whole quarter. The program dismantles the idea that a welcoming only occurs in the first two weeks of the school year. 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 calendar on DubNet continues to be updated long into the quarter.

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

If approved, this will be the fifth year Welcome Days is supported by the Service and Activity Fee. We sought funding from SAFC to enhance our network of other offices' events with home-grown staple events, with the hope that some of them would develop into campus traditions. 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: Student Activities Board, ASUWT, Office of Global Affairs, Center for Equity and Inclusion, Husky Volunteers, Pack Advisors, Career Development & Education, Psychological and Wellness Services, Registered Student Organizations, First Generation Student Initiatives, UWT Study Abroad, University YMCA Student Center, and more. A hallmark of this year is more participation of academic departments and school, including most academic schools hosting a Welcome Days activity for their cohort of students, or those interested in joining their major, attending a Welcome table or Open House event during Welcome Days. It is the ongoing mission of the Welcome Days team to involve as many collaborators as possible 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, 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.

Events and students served

- W Photo: 192
- Husky Help Desk (Autumn): 264
- Tie Dye (combined with Autumn Husky Help Desk): Approx. 200
- Simply Dawg Gone Genius Trivia (Autumn): 10 participants, four winners
- Husky Help Desk (Winter): 88
- Stuff a Husky (Octopus edition): 127
- Simply Dawg Gone Genius Trivia (Winter): 12 participants, two winners

STUDENT UTILIZATION (COMPARISON OVER PAST 2 YEARS)

Welcome Days is advertised to all incoming and returning students, and particularly emphasized at New Student Orientation. With the adoption of the online DubNet student involvement platform two years ago, the digital brochure has been ported entirely to the DubNet calendar. Attendance tracking in Dubnet has helped to increase the veracity of our data--though only for events where students intend to stay and spend a significant portion of time. While we at first attempted to use DubNet's QR code check-in system for Husky Help Desk, we quickly realized that the pop-by nature of a help desk intended to help students find their classes naturally clashed with the pause required by that system.

W Photo

Current Year: 192 (Total confirmed by count of photo. Comprises 174 students signed in to DubNet + 12 confirmed staff/faculty from final photo + 6 people of unknown categorization from final photo)

2024-2025: 137 (Total confirmed by count of photo. Confirmed 93 students signed in to DubNet)

2023-2024: 181 (W photo from year preceding me, and preceding DubNet; method of count unknown)

Husky Help Desk (Aggregate)

Current Year: 352

2024-2025: 247

2023-2024: 92

Tie Dye (formerly Washington Wednesday)

Current Year: Approx. 200 (the remaining number of B&W Hendrix shirts that were passed out)

2024-2025: 88

2023-2024: 284

Simply Dawg Gone Genius Trivia (aggregate): 20

New programming, no previous data

Stuff-a-Husky

Current year: 127 (one event)

2024-2025: 147 (two events)

2023-2024: 182 (two events)

Other Budget Requests

Category	Details	Amount Requested
Other Services	Marketing fee to the Washington Alaskan Malamute Adoption League for Husky Hangout event.	S001 \$400
Non-Food Supplies & Materials	Welcome Days t-shirts	S002 \$1,700
	Logoed giveaway items	S003 \$500
	Stuff-a-Husky supplies	S004 \$750
	Prizes for games and survey giveaways	S005 \$600
Food	Snack fund for spirit events.	S006 \$1,200
SUPPLEMENTAL TOTAL:		\$5,150

PERSONNEL TOTAL:	\$0
SUPPLEMENTAL TOTAL:	\$5,150
COMPLETE PROPOSAL TOTAL:	\$5,150

Supplemental Documents



BUDGET BREAKDOWN

Itemized list of budget items for welcome days. Reference to pot-a-plant has become a line item for stuff-a-husky supplies due to the Giving Garden and Sustainability Program's similar plant potting event for earth day.



W PHOTO ATTENDANCE DASHBOARD

DubNet's breakdown of W Photo attendance



STUFF A HUSKY ATTENDANCE DASHBOARD

DubNet's breakdown of Stuff A Husky attendance.



TRIVIA PRESENTATION

Trivia was a new event for Welcome Days. The idea was to ask a mix of easy, intermediate, and difficult questions related to campus, helping to teach students more about the school. The time spent counting points between rounds was used to present "commercials" for campus services and upcoming events--a new event framework the CSI tested at this and a few SAB events this year.



W PHOTO

The Autumn 2025 W Photo