

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

This addendum proposal to the Welcome Days budget requests funding for an entertainer to headline a featured event in the first two weeks of Autumn Quarter 2026. In the recent past we have hired an entertainment hypnotist, but the agencies we have access to also represent comedians, musicians, dancers, speakers and educators. If approved, we would run a campus survey to determine the specific entertainer before securing a contract and pursuing a marketing campaign for the event.

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: 207
- Husky Help Desk (Autumn): 264
- Tie Dye (combined with Autumn Husky Help Desk)
- Simply Dawg Gone Genius Trivia (Autumn): 10 participants, four winners
- Husky Help Desk (Winter):
- Stuff a Husky (Octopus edition):
- 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: 207

2024-2025: 137

2023-2024: 181

Husky Help Desk (Aggregate)

Current Year: 322

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)

COLLECTION OF FEEDBACK & IMPROVEMENTS

We use tools offered through DubNet to track attendance of events, and send out after-event thank you emails to registrants. These emails contain a link to a tailored survey or, in some cases, a contact email to send feedback directly. After an event has taken place, we'll have a debrief assessment of other tangible but hard-to-measure factors such as the time and location of the event.

In the past, when we offered Welcome Days programming throughout each quarter (Under the philosophy that students are welcome at all times), the attendance data showed a drop off in interest as the quarter wore on past its initial weeks. This year we tied programming to the first two weeks of each quarter.

Post event debriefs have also influenced placement of the Husky Help Desk. In the past we primarily located the desk in KEY with signage directing students to the location. While the location is not far from a main campus thoroughfare, we believed it was just enough off the main path to influence traffic negatively. We also believed that it would be more engaging to add games and activities to the help desk to give students a draw to the desk before they found the information available. After relocating to the Prairie Line Trail for two out of the three days of operation in Autumn, and adding activities to the first day of operation, we saw traffic increase substantially.

Poor weather forced us back to KEY for the Winter help desk, though we also observed a general drop in outdoor foot traffic compared to the first days of Autumn quarter.

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 this 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.

Staff Budget Requests

Category	Details	Amount Requested
	PERSONNEL TOTAL:	\$0

Other Budget Requests

Category	Details	Amount Requested
Contracted Services	Funding for the hiring and marketing of a featured entertainer for Autumn Quarter 2026. S001	\$4,000
	SUPPLEMENTAL TOTAL:	\$4,000

PERSONNEL TOTAL:	\$0
SUPPLEMENTAL TOTAL:	\$4,000
COMPLETE PROPOSAL TOTAL:	\$4,000

Supplemental Documents



SAMPLE ENTERTAINER CONTRACT

A contract for hypnotist Evan Gambardella's Autumn 2024 performance. Provides example of the cost of hiring an entertainer for a campus performance.