

# UNION ADMINISTRATION ANNUAL REPORT



**2021 - 2022**

## **ABSTRACT**

Analysis of department purpose, programs, and services aligning with Student Affairs strategic division objectives. Major accomplishments, challenges, and plans for the future.

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## REPORT I: PRIMARY PURPOSE

*"The Union serves as the community center of the campus. We do this by providing a facility for people to gather and meet in spaces where everyone may feel safe and welcome. We also provide programs to engage students, faculty, and staff in campus life, finding peer groups, and having leadership development and learning opportunities. There are six core objectives we have identified which help us meet these goals and our Mission"*

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### Our Mission Statement

*"The A. Ray Olpin Union is the community center of campus that compliments the academic mission of the University. The Union maintains an environment that serves students by providing social, cultural, leadership, and co-curricular opportunities. The Union values diversity and promotes a safe and welcoming atmosphere where students are inspired to realize their potential."*

### Role of the College Union

The following statement is based on the Role of the College Union, 1996, Association of College Unions International:

*"The Union is the community center of the college, serving students, faculty, staff, alumni, and guests. By whatever form or name, a college union is an organization offering a variety of programs, activities, services, and facilities that, when taken together, represent a well-considered plan for the community life of the college"*

The Union is an integral part of the educational mission of the college in three critical ways:

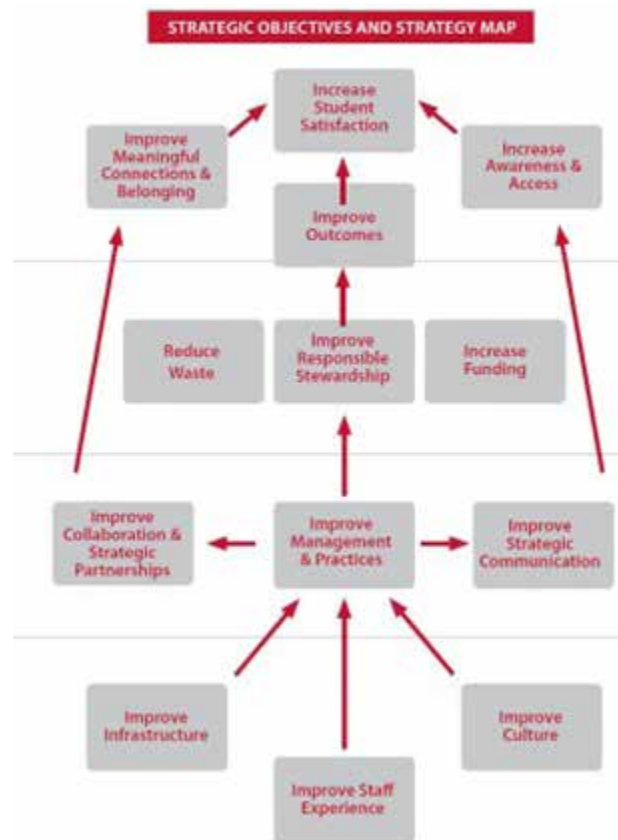
1. As the center of the college community life, the Union complements the academic experience through an extensive variety of cultural, educational social, and recreational programs. These programs provide the opportunity to balance course work and free time as cooperative factors in education.
2. The Union is a student-centered organization that values participatory decision making. Through volunteerism, its boards, committees, and student employment, the Union offers firsthand experience in citizenship and educates students in leadership, social responsibility, and community values.
3. In all its processes, the Union encourages self-directed activity, giving maximum opportunity for self-realization and for growth in individual social competency and group effectiveness.

### Student Affairs Strategic Plan

The following goals are brief overviews of the Student Affairs Strategic Plan and are the pillars on which the Union's mission and purpose is founded on. Our goals align with this strategic plan and these goals are highlighted and referenced throughout this report.

1. **Belonging** - We will always strive for students to bring their authentic self to campus, where they feel valued and connected
2. **Care** - We provide a holistic well-being approach so every student feels seen, valued, and heard
3. **Integrity** - We approach every situation with honesty and transparency to align our actions with our values.
4. **Lifelong Belonging** - We provide formal and informal learning opportunities to develop and improve knowledge and skills needed to be successful.
5. **Self-Discovery** - We believe acquiring insight into one's own character, interests, and skills should be fostered in all aspects of student services.
6. **Student-Centered** - We consider the student perspective in all that we do.

Below is a strategic map which highlights how we create value with our strategic objectives:



## Accomplishments - Overview

The following section is a brief overview of the major accomplishments that we as the Union Administration would like to share. A more detailed report can be found under section IV.

1. The Union Feasibility Study completed its final reports and assessments for the New Student Union. Together, with the architects from MHTN and Perkins & Will, the group concluded that demolition of the existing structure, and replacement with a new right-sized student union, is the most efficient path towards accomplishing the goals and vision of the New Student Union. This study was a yearlong process and we are excited to be moving to the next stages of the process. (Aligns with goals 1 and 2 of the Student Affairs Strategic Plan)
2. The Union Scholarship Fund reached a significant milestone - a total of \$1,000,000 has been raised for the Scholarship the fund! This is a huge accomplishment for the Union, and we are proud that we are able to provide so many scholarships to a wide demographic of students. (Aligns with goals 3 and 4 of the Student Affairs Strategic Plan)
3. This year, the Union welcomed its new Director, Branden Dalley. We are excited to have Branden lead us towards achieving our goals of building community on campus and expanding on our strong foundation of serving the campus community.
4. The Basic Needs Collective has opened and is now providing services to our campus members. This is an exciting new project, as the Basic Needs Collective is designed to directly serve our students in facets that may otherwise be inaccessible through other areas on campus. We are incredibly proud to have this resource available in our building! (Aligns with goals 1, 2, 4, and 5 of the Student Affairs Strategic Plan)
5. The Feed U Pantry exceeded its goals for providing essential food resources to our Union and Campus Community.

## Departmental Core Objectives – Overview

1. **Build Community** - The union is a central gathering place for students, faculty, and staff. We are constantly striving to expand and diversify our services and programs to generate interest and appeal for an ever-changing campus community while maintaining a safe and healthy environment.
2. **Facility** - The Union facility consists of over 23 office suites, 15 meeting rooms and serves as a social, entertainment, and dining hub for campus and the campus community. In prior years, the Union has scheduled and hosted over 8,000 reserved events and the Union Ballroom is the largest indoor venue of its kind on campus. In order to improve the aging facility, we completed the construction of a new

elevator on the West end of the building. This allowed us to provide more inclusive access and building security.

3. **Navigation Strategies** - The Union is the community center of campus and one of the busiest buildings. It is highly utilized by students, faculty, staff, and many other components of the campus community. The Union engages in a variety of methods of outreach including in-person interactions via the Services Desk and technologically through social media, texting, and frequently updating the website.
4. **Leadership & Learning Opportunities** - The Union offers a variety of learning and leadership development opportunities to students within our department and throughout campus. Some of these opportunities include student employment through the Services Desk, Union Building Manager Program, Reservation and Communication Specialist, and Union Recreation. There are also volunteer opportunities in the Union Programming Council and Union Scholarship.
5. **Staff Excellence and Education** - The Union encourages and provides educational opportunities for its staff. All of our staff members hold positions in a variety of professional organizations and have presented at several national conferences and workshops.

## REPORT II: DEPARTMENTAL OUTCOMES

### Build Community

#### Goals

1. Maintain an open and welcoming environment that is inclusive to all members of the campus community (students, faculty, and staff, and community).
2. Provide programming to students, via Union Programming Council, that is inclusive and meets the needs and interests of a diverse student population. (These goals align with goals 1 and 2 of the Student Affairs Strategic Plan)

#### Outcomes

1. This year, the Union had a record number of community events hosted by the Union Programming Council. There were 64 events and over 40,000 participants. (More details can be found in Report IV)
2. The Union had a large increase in pedestrian traffic, nearly approaching the same amount of traffic as before 2020's COVID-19 restrictions. We are excited that the campus community is returning to our facility and expect that pedestrian traffic will continue to increase.
3. The Basic Needs Collective (BNC) reached its completion

this year and now serves a critical role in building and maintaining our community. It functions as a space for student interaction, community development, and a coordinated exchange of information in order to promote wellness as a key to student success.

4. During the first two weeks of school, the Union setup multiple satellite Services Desk across campus to bring people into our facility as well as provide directions and information about campus for new and returning students.

### Navigation Strategies for Campus

#### Goals

1. Provide information, leading-edge technology, and services to our customers, students, staff, and community. (This goal aligns with goals 1, 4, and 5 of the Student Affairs Strategic Plan)

#### Outcomes

1. The Union provided information and direction through a variety of mediums including the Union Services Desk and Gardner Commons Information Desk, the Your Campus Life publication, a texting service for campus questions, social media use, virtual and in-person programming, and the Union website.
2. Conducted weekly staff meetings where building information, updates, and team building exercises were disseminated and utilized.
3. Our staff compiled and sent weekly emails with Union related updates to all of the Union residents. This has helped all of those who work in and use our facility to stay up to date with building events, potential facility failures, and other useful means of communicating.
4. Maintained support for UTA bus schedules and offered information about the digital app for UTA to students and staff. Monthly calendars updated and posted on every exterior exit.

### Leadership and Learning Opportunities

#### Goals

1. Increase leadership opportunities to both students and staff. (This goal aligns with the Student Affairs Strategic Plan Goals 1, 3, and 6)
2. Promote Diversity Awareness. (This goal aligns with the Student Affairs Strategic Plan Goals 1 and 4)
3. Mentoring role for our student employees, faculty, and staff. (This goal aligns with the Student Affairs Strategic Plan Goals 1, 2, 4, and 6)
4. Role in leadership opportunities for student employees,

UPC, and scholarships. (This goal aligns with the Student Affairs Strategic Plan Goals 1, 3, and 6)

#### Outcomes

1. This year, UPC's Freshman Ambassador board received over 250 applicants and interviewed 212 of these applicants over the course of one week. Out of the 212, interviewed, 40 were accepted to their new roles on the board.
2. Trained students with the aim to empower them to make decisions while also maintaining a welcoming environment and an open-door policy for all student staff. Shared all leadership development and involvement opportunities across campus with students, faculty, and staff when appropriate
3. This year, the Union was able to send six student employees from UPC and two from our Area Manager staff to virtual conferences which included I-LEAD and ACUI Region IV. Additionally, many students served on the Union Scholarship Celebration committee and sub-committees as well as the Union Board. Each UPC director has had an active voting role in the Union Board process.

### Development

#### Goals

1. Provide Community Outreach. (This goal aligns with the Student Affairs Strategic Plan Goals 1 and 4)
2. Secure and maintain endowments. (This goal aligns with the Student Affairs Strategic Plan Goal )
3. Provide Programming Support. (This goal aligns with the Student Affairs Strategic Plan Goals 1, 2, and 4)

#### Outcomes

1. The Union Scholarship fund hit a huge million dollar milestone this year. We have officially raised over 1 million dollars over the lifespan of the fund, which in turn provides funding for a variety of scholarships.
2. The Union Scholarship fund added two new scholarships this year: The Whit Hollis Champions of the LGBTQIA+ Community Scholarship and the Feed U Pantry Scholarship for Advocates of Food Insecurity Reduction.
3. The Union Scholarship fund provides many scholarships to support underrepresented students. These scholarships include: the American Indian Resource Center, Union Student Leader Scholarship, Maria Isabel Reyes Memorial Scholarship, and Dreamers Connecting our Community Scholarship.
4. The Union Scholarship fund focused on scholarship awards and collaborative opportunities that benefit traditionally underrepresented students from low SES backgrounds.



- The Union Scholarship Fund has maintained its \$100,000 quasi-endowment. This fund is used to support new and current scholarship opportunities for our primary fund.
- Union Programming Council Development Board hosted fundraising programs that aided funding for Union scholarships.
- Strolling for Scholarships, our annual art gallery fundraiser event, raised \$3,835 this year for our scholarship celebration, nearly double the amount from last year.
- Completed the 12th edition of *Your Campus Life* publication. Following last years trend, this publication was entirely online.

## Staff Excellence and Education

### Goals

- Support professional development for full time staff. (This goal aligns with the Student Affairs Strategic Plan Goals 4 and 6)

### Outcomes

- Tracked professional development and committee services achieved by all professional full-time staff members.
- The majority of our full-time staff members served on a non-Union University committee.
- Weekly staff meetings with frequent professional development education from guest speakers and groups across campus.
- We met our attendance and participation goals for the Regional Virtual ACUI Conferences by sharing the opportunity with all student staff.

SPEED FRIENDING	85	9/9/2021	Crimson Nights
LEGACY OF LOWELL	22	9/10/2021	Feed U Pantry, Community Service & Bennion Center
UTAH BYU WATCH PARTY	1,200	9/10/2021	UPC, Fraternity & Sorority Life, Alumni Association
ARUP BLOOD DRIVE	100	9/20/2021	Community Service
HOMECOMING CAN SCULPTURE CONTEST	85	9/22/2021	Feed U Pantry & Fraternity and Sorority Life
ZOOM COOKING HOUR	14	9/22/2021	Feed U Pantry, Sustainability Office, Utah Center for Community Nutrition
FLEECE FRIGHT NIGHT	81	9/30/2021	Community Service & Bennion Center
SMASH U VOLLEYBALL TOURNAMENT	54	10/1/2021	Development
ZOOM COOKING HOUR	28	10/6/2021	Feed U Pantry, Sustainability Office, First Gen Scholars
FAMILY FRIGHTFEST	446	10/19/2021	Community Service
ZOOM COOKING HOUR	12	10/20/2021	Feed U Pantry, Sustainability Office, Campus Gardens
UNION AFTER DARK - HALLOWEEN	230	10/26/2021	Crimson Nights
CORALINE WATCH PARTY	58	10/27/2021	Arts & Special Events
HARMONIS COOKING HOUR	12	11/3/2021	Feed U Pantry & Sustainability Office
UNION AFTER DARK - PAINT NIGHT	60	11/9/2021	Crimson Nights
ZOOM COOKING HOUR	18	11/10/2021	Feed U Pantry, Sustainability Office, Hillel
WINTER CHEER IS HERE	47	11/15/2021	Community Service
TURKEY BOWL	68	11/22/2021	Executive
PEANUTS PICNIC	249	11/23/2021	Freshman Ambassador Board
UNION AFTER DARK - SHOWCASE U	70	12/2/2021	Crimson Nights & Arts & Special Events
PIZZA WITH THE PRESIDENT	156	12/6/2021	Executive
PUPPIES & PINATAS	450	12/8/2021	Arts & Special Events
WELCOME BACK BESTEAS	200	1/20/2022	Freshman Ambassador Board
LETTERS TO SOUTH KOREA	122	1/26/2022	Executive
VOLUNTEER CONNECTION FAIR (VIRTUAL)	600	1/27/2022	Community Service
ELEVATOR RIBBON CUTTING	45	2/11/2022	Freshman Ambassador Board & Crimson Nights
SENDING U LOVE	55	2/11 - 2/14/2022	Development
UNION AFTER DARK: MOVIE NIGHT	50	2/15/2022	Crimson Nights
U SAVES LUNCHEON	70	2/22/2022	Feed U Pantry & Personal Money Management
UNION AFTER DARK: VIRTUAL TAROT & BOWLING	155	2/22/2022	Crimson Nights
LOVE & WEREWOLVES (VIRTUAL)	130	2/24/2022	Freshman Ambassador Board
MENTAL HEALTH MATTERS	63	2/28/2022	Community Service
ZOOM COOKING HOUR	31	3/1/2022	Feed U Pantry & Freshman Ambassador Board
GIVING DAY SOUP LUNCHEON	48	3/2/2022	Feed U Pantry
VIRTUAL ART SHOW	1,475	3/14 - 3/18/22	Arts & Special Events
BOOK DRIVE EVENT	36	3/15/2022	Community Service & Pi Beta Phi
ZOOM COOKING HOUR	15	3/15/2022	Feed U Pantry & Hillel
WELCOME BACK BESTEAS	133	3/17/2022	Freshman Ambassador Board
UNION GAME NIGHT	150	3/17/2022	Crimson Nights & ASUU
ZOOM COOKING HOUR	27	3/22/2022	Feed U Pantry & Crimson Nights

## REPORT III: PROGRAMS, SERVICES, RESOURCES AND IMPACT DATA

### Programming Activity Attendance

The Union Programming Council hosted a record number of 64 events with a total attendance of 40,000. This is nearly a 10,000 increase in attendance from the previous year.

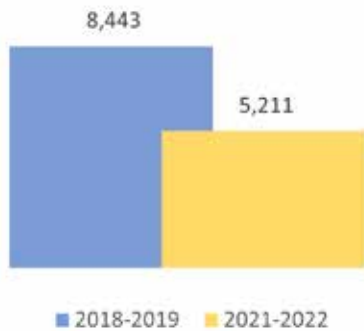
	ATTENDANCE	DATE	BOARD
WELCOME WEEK	25,000	8/23 - 8/27/2021	Community Service
CRIMSON QUEST	192	8/23 - 8/27/2021	Arts & Special Events & Crimson Nights
CRIMSON NIGHTS WALK PARTY	134	8/27/2021	Freshman Ambassador Board
CRIMSON NIGHTS	2,960	8/27/2021	Crimson Nights
HARMONIS COOKING HOUR	12	9/1/2021	Feed U Pantry & Sustainability Office
OKTOBERFEST	641	9/8/2021	Arts & Special Events

INAGURATION BLOOD DRIVE	61	3/23/2022	Community Service & Alpha Phi
INAGURATION SCREENING PARTY	54	3/23/2022	Union Programming Council & U Alumni
RIDELOGIE FUNDRAISER	24	3/24/2022	Development
MARCH MADNESS TOURNAMENT	49	3/25/2022	Arts & Special Events
ZOOM COOKING HOUR	19	3/30/2022	Feed U Pantry & Executive
CRIMSON NIGHTS	1,569	4/1/2022	Crimson Nights
UNION OPEN HOUSE	60	4/4 - 4/8/22	Executive
DONUTS WITH THE DIRECTOR	315	4/5/2022	Executive
OPEN HOUSE SERVICE PROJECT	50	4/6/2022	Community Service
ZOOM COOKING HOUR	16	4/6/2022	Feed U Pantry & Development
SATURDAY SERVICE PROJECT	13	4/9/2022	Feed U Pantry & Bennion Center
FAMILY SPRINGFEST	483	4/13/2022	Community Service
CELEBRATE U	316	4/14/2022	Freshman Ambassador Board
UNION AFTER DARK	231	4/14/2022	Crimson Nights
DRIVE IN FUNDRAISER	55	4/20/2022	Development
FLORAL ARRANGING CLASS	56	4/21/2022	Arts & Special Events
COOKING DEMO	100	4/22/2022	Feed U Pantry & Dr. Dalley
ZOOM COOKING HOUR		4/26/2022	Feed U Pantry & ASUU Sustainability Board

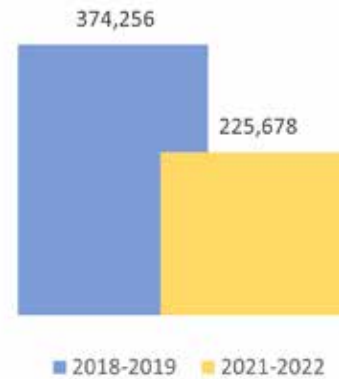
### Events & Scheduling Information

For the scope of this report, we felt that it was critical to provide information from the 2018-2019 fiscal year. This will demonstrate our recovery from the COVID-19 restrictions and their impacts on our event attendance and revenue. The following information is an analysis of several metrics we use to categorize and sort booking and attendance data. It is important to note that the word booking refers to each individual room reservation made throughout the year. This means that if an event takes place over the course of several days and in multiple rooms, it will count each room, each day as a separate booking.

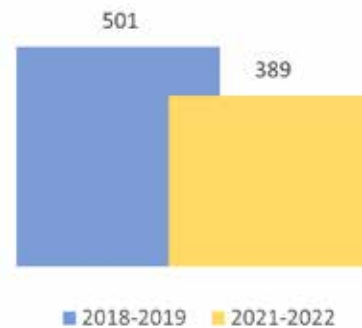
1. Total bookings of all event spaces exceeded 5,000 for this fiscal year.



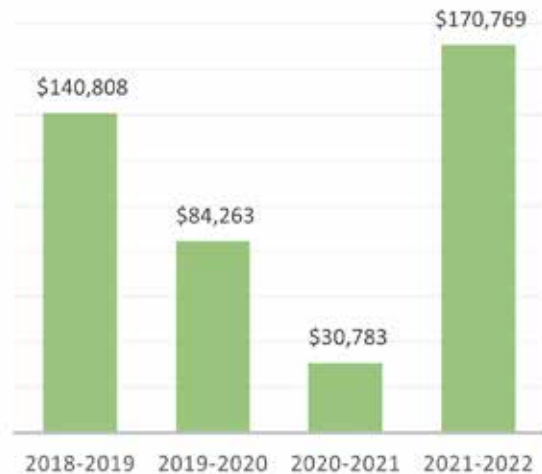
2. Total event attendance for this fiscal year exceeded 225,000 people. This is a 33% increase from the previous fiscal year, but still a decrease from the 2018-2019 fiscal year.



3. Every year, the Union has to turn away events for a variety of reasons. One of the main reasons is that some events are too large, and we have a limited capacity to reserve space for them. This year we had to turn away over 300 events.



4. Despite all the previously shown data, our reservation revenue has increased and was higher this year than the past four years.



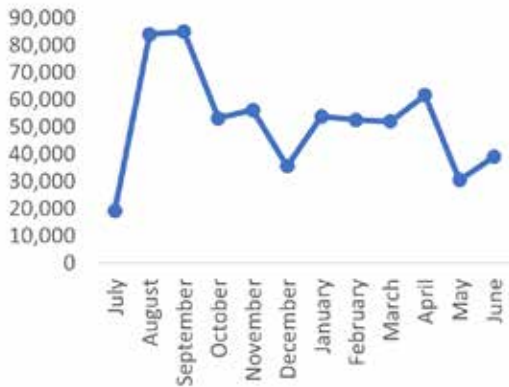
**Analysis**

Aside from the past two years with COVID-19 restrictions, a major part for why our booking and attendance numbers have been lower is due to the fact that Orientation has moved all their bookings to Gardner Commons for the summer. Additionally, three of our most popular spaces were used for COVID testing and vaccines. This restricted our booking options for other events but provided our Union and campus community with a valuable resource.

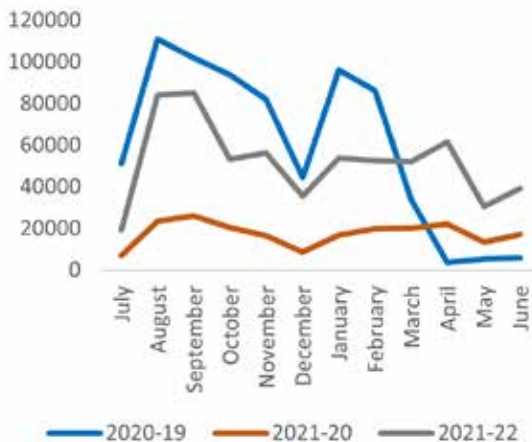
**Pedestrian Foot Traffic**

The Union utilizes a pedestrian traffic monitoring system that keeps track of the daily amount of foot traffic in the building. This system only tracks the five most heavily trafficked entrances of the building, meaning that the data collected may be slightly lower than reality. This year, our analysis will look at this year's pedestrian traffic data, the previous two fiscal years, as well as 2018-2019, to compare the differences and see what the trends can tell us.

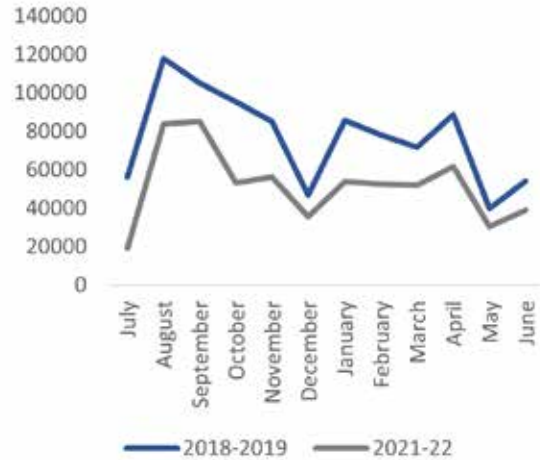
1. Monthly Totals 2022-2021. This graph begins with July 2021 and end with June 2022.



2. Below is a graph with monthly totals for the past three years:



3. Below is a graph comparing monthly totals between this fiscal year and the 2018-2019 fiscal year to show the difference between pre and post COVID-19 restriction years.



4. Yearly total comparison between the past four fiscal years. This graph shows all months combined into each year:



**Analysis**

The middle of 2020 was the beginning of the COVID-19 lockdown and restrictions. This explains the drastic decrease in traffic starting in March of 2020. We can see that starting April 2020 and all the way up to the end of July of the same year, the monthly totals are under 10,000 averaging about 5,500 per month. This is a big difference from the 83,000 monthly average prior to COVID-19 restrictions.





# DIGITAL MEDIA DIGITAL MEDIA

## Social Media Report Cont.



### FACEBOOK:

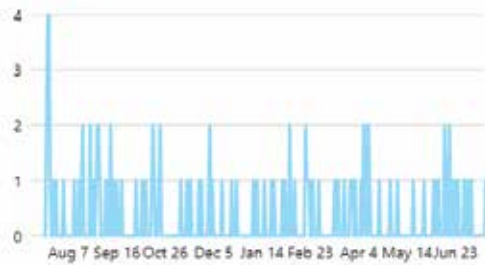
Facebook Page likes

2,343

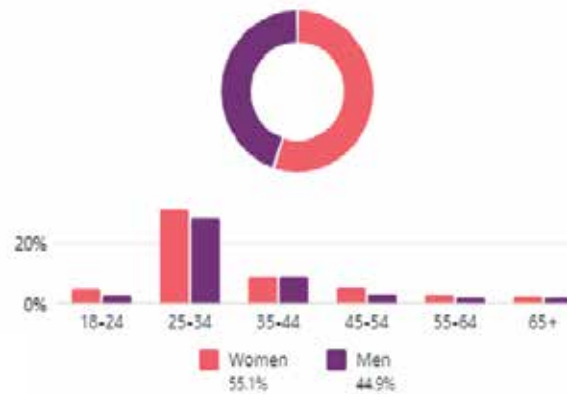
New likes and follows

Facebook Page new likes

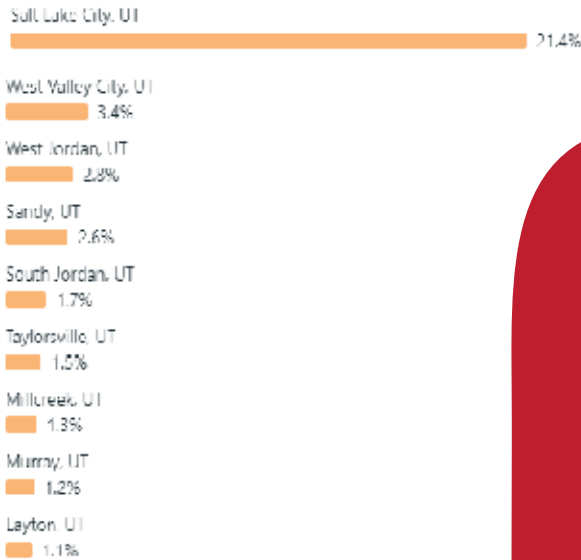
111 ↑ 19.4%



Age & gender



Top cities



### YOUTUBE:

In this year our channel got 812 views

29.5 Average watch time

+ 3 Subscribers

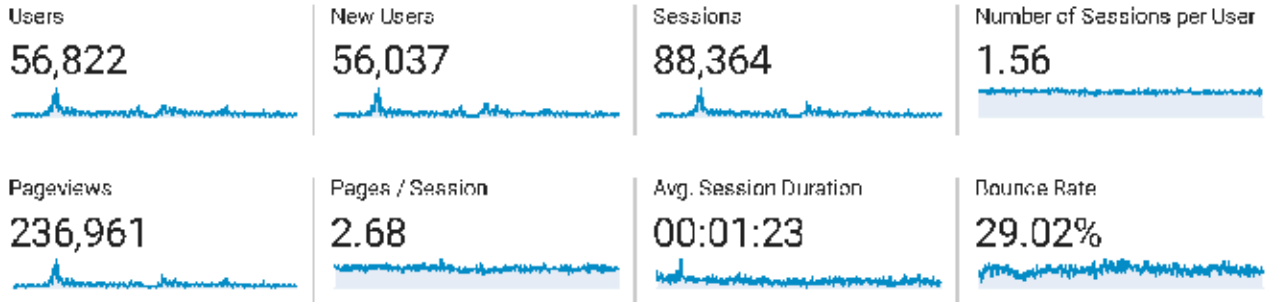


# DIGITAL MEDIA

# DIGITAL MEDIA

## Website Visitor Metrics

### OVERVIEW: July 1st 2021 - June 30th 2022



#### Most Visited page

1. Homepage (/)
2. Recreation
3. Building/Info Hours
5. Union Scholarships
6. Dining

#### Top Cities

1. Salt Lake City
2. Los Angeles
3. West Jordan
5. South Jordan
6. West Valley City

#### % Change in COVID-19 Page

8. <a href="#">/covid-19/</a>		
Jul 1, 2020 - Jun 30, 2021	2,114 (2.24%)	1,502 (2.48%)
Jul 1, 2021 - Jun 30, 2022	382 (0.16%)	230 (0.17%)
% Change	453.40%	553.04%

# DIGITAL MEDIA

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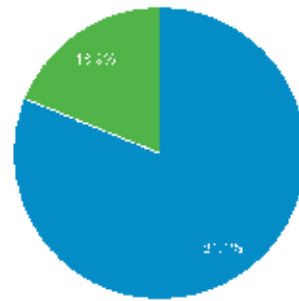
## Website Visitor Metrics

Visitors this year

**56,822**

New & Returning Users

■ New Visitor ■ Returning Visitor



Top Browsers in order

Browser	Users	% Users
1. Chrome	25,045	44.37%
2. Safari	24,096	42.69%
3. Edge	2,309	4.09%
4. Safari (in-app)	2,081	3.69%
5. Firefox	1,421	2.52%
6. Android Webview	525	0.93%
7. Samsung Internet	352	0.62%
8. Mozilla Compatible Agent	227	0.40%
9. Internet Explorer	150	0.27%
10. UC Browser	110	0.19%

Top Operating Systems in order

Operating System	Users	% Users
1. iOS	24,915	43.95%
2. Windows	15,626	27.59%
3. Macintosh	9,494	16.75%
4. Android	5,524	9.74%
5. Chrome OS	483	0.85%
6. Linux	367	0.65%
7. (not set)	275	0.49%
8. BlackBerry	1	0.00%
9. Nokia	1	0.00%
10. Windows Phone	1	0.00%

[view full report](#)

# DIGITAL MEDIA

# DIGITAL MEDIA

## Goals & Conclusion

- Sticking to branding guide and color pallete
- Camel Casing capitalize the first letter of each word

ex: #UniversityOfUtah #GetInvolved

#UnionScholarshipCelebration

- ALT Descriptive Text

ex: describing photos & graphic in caption

Growth in  
these platforms:





## REPORT IV: MAJOR ACCOMPLISHMENTS

### Building Community

1. The Union held a record breaking 64 UPC events. Most of these events were hosted with campus partners across the University. This helps us build up our connections with other departments across campus as well as provide our Union community with resources from outside of our facility.
2. Basic Needs Collective was completed this year and now functions as a space for student interaction, community, development, and a coordinated exchange of information. The Collective provides services including free food for students via the Feed U Pantry, access to healthcare, scholarship information, childcare resources, and financial wellness.



BNC Grand Opening April 22, 2022

3. The Feed U pantry gave food to 6,300 individuals throughout the year, with a monthly average of 525. In total, the pantry distributed well over 36,000 pounds of food with a monthly average of 3,004 pounds. This has served a critical role in providing food for our campus and Union community, especially students who utilize this service regularly. In addition, the pantry has been staffed entirely by volunteers and we have recorded over 2100 volunteer hours total for this year.

### Facility

1. This year, our elevator project was completed. The new elevator was installed on the exterior west end of the building and now provides proper accessibility for those who utilize our facility.
2. A new project for an All Gender Restroom began this year and will be the first of its kind on campus. This is a critical addition to our building as it provides an upgraded restroom facility as well as creating a more inclusive environment for students, faculty, and staff.

3. This year, the Union conducted Convocations while adhering to COVID-19 restrictions and regulations. Despite this, all convocations were extremely successful. The Union was also able to accommodate events despite three major reservable spaces being utilized by COVID-19 testing and vaccine initiatives.

### Navigation Strategies

1. Greatly increased Social Media Presence. Instagram followers increased by over 800 and all of our other social media outlets have continued to generate more impressions over this past year.
2. Our website traffic has continued to increase with 56,000 users visiting our website from a variety of different locations across the country and state.

### Leadership & Learning Opportunities

1. All of our events were run and operated by a small team with only two full-time staff crew members the majority of the year. In the past, the Union has had six full-time staff crew members help in setting up for events and maintaining our facility. Due to our creative and direct leadership, we were able to successfully run our events with minimal staff.
2. The Union made significant improvements to payroll and hiring roles using creative methods for promoting our vacant full and part-time positions.

### Development

1. The Union Scholarship fund reached its 1 million-dollar mark this year, a major accomplishment for everyone involved in making the event and scholarship initiative possible.
2. Scholarships awarded are always a huge accomplishment, and this year the Union Scholarship fund awarded 52 scholarships to students.



Scholarship Recipients at the 2021 Union Scholarship Celebration

### Staff Excellence and Education

1. This year we were able to purchase tickets for our entire full-time staff to attend the ACUI Region IV Virtual Conference. In addition, three of our student staff leaders attended the conference and six of our UPC Directors attended the virtual I-LEAD Conference. Later in the year, five members of our full-time staff were sent to Chicago to attend the ACUI Annual Conference. In addition, Branden Dalley, our new Union Director, gave a presentation titled, "Creating and Adapting Inclusive Restroom Models on Campus during the ACUI Annual Conference.
2. Revamped our weekly staff meetings to include personal presentations and of a variety of topics. The meetings also included guest speakers from across our campus community

## REPORT V: MAJOR CHALLENGES

### Building Community

#### Challenge

Due to the previous two freshman classes having missed out on two years of campus events as a result of the COVID-19 restrictions, we have had a loss in attendance numbers for our Union Events. It has been a challenge to attract new and 2-3 year students to events because of this. Despite us having a record number of attendees from our programming events, the number of people per event is lower. We expect this trend to continue until new marketing and communication solutions are implemented.

#### Solution

Our solution for this year has been to increase the amount of programming and the events that we put on in order to increase the popularity and get the word out about events happening. This has been hugely successful in this past year, and we are planning on continuing this trend moving forward.

### Facility

#### Challenge

The Union building is nearly 65 years old and has some considerable maintenance issues that come with its age. This includes asbestos in many of the floors below existing carpeting and tiles, fixtures that are difficult to replace including windows, doors, lights, and wiring. Along with these issues, the building has limits to its electrical capacity and connections to wireless networks. More recently, the building has had major elevator outage issues forcing us to close the building on occasion. Overall, the Union is a facility that has nearly reached its limit for use and expansion.

### Solution

The primary purpose of conducting the Union feasibility study was to address and solve all the facility related issues outlined above. All of the challenges we face on a daily basis related to an aged facility have been covered in the feasibility study.

## REPORT VI: PLAN FOR THE FUTURE

The following strategic initiatives are taken directly from the balance score card that we as a department collaboratively compiled. These are only a few out of many that we believe are the most critical initiatives for the scope of this report.

### Strategic Initiative I – Improve Infrastructure

#### Goal

Update meeting and event rooms in the Union to provide A/V capabilities for virtual learning and events

#### Purpose

Utilize projector equipment in select areas of the building for movies and other community events as well as provide and organize translation services for events or any information that is broadcasted or posted around the building. This will involve connecting with language programs on campus to get students to volunteer as translators.

#### Timeline

Setting up A/V equipment and other ASL related technologies could be implemented in only a matter of months. It is anticipated to be an ongoing process of learning and implementing upgrades and technology. Connecting with campus partners for support would also be a yearlong process of building the foundations for collaboration for this initiative.

#### Metrics

Survey collection for feedback on this initiative's implementation will be utilized to assess the impact of this initiative.

### Strategic Initiative II – Improve Strategic Communication

#### Goal

To improve outreach and communication with students to increase awareness of programs and service via internal communication, we will be transitioning all areas of our department to the same communication channels and protocols rather than using multiple different methods of communication.

**Purpose**

Reduce confusion and make internal communication more efficient and streamlined for all of our faculty and staff as well as improve direct communication between full-time professional staff and student staff.

**Timeline**

Initially, we will be transitioning our entire staff over to Microsoft teams which is expected to take one month to complete. Then, once staff is accustomed to the new system, transition out other obsolete methods of internal communication over the course of the year.

**Metrics**

Keep track of the number of communication methods that have been cut out entirely or reduced

**Strategic Initiative III – Improve Meaningful Connections and Belonging****Goal**

Improve the authentic connections that are necessary to nurture a sense of belonging for each student at the U and the employee within Student Affairs by adding programs and material that focuses on underrepresented student populations

**Purpose**

Each Union Programming Council board will be responsible for selecting on month in the 2022-2023 academic year to plan an event focusing on underrepresented student populations. Collaborations with other student organizations will be strongly encouraged.

**Timeline**

Events will place on a monthly basis and continue throughout the year.

**Metrics**

Internal event recap and demographic information will be collected after each event to track attendance using the Campus Connect Platform.