



UC MASTER

2017 - 2022 Strategic Plan:

Inspire. Engage. Transform.



Student Affairs Strategic Plan Emphasis

Strategic Plan Implementation and Measurement

Strategic Plan Goal 1 and related objectives:

- Recruitment and success of a larger and increasingly diverse student body, reduction of achievement gaps.

Strategic Plan Goal 2 and related objectives:

- Specific attention to LEAP Essential Learning Outcomes and High-Impact Practices, career readiness, recruitment and retention of diverse staff and faculty.

Strategic Plan Goal 3 and related objectives:

- Student, faculty and staff multicultural fluency.

Initiatives are Growth Mindset and Inclusive Excellence Mindset informed

Academic Program Array Planning


- “academic programs that...provide a high quality education, strengthen communities, respond to career opportunities and societal needs” (2017 UWW Program Array Review Draft)
 - co-curricular offerings intersect with program array to enhance and create a holistic student experience
 - Workforce development and “career readiness”
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Students eating breakfast in the UC Concourse

INTRODUCTION

The plan document contains revised mission, vision, and values statements that were crafted by the Strategic Planning and Budget Committee in the spring and fall of 2016.

The **mission** focuses on key aspects of who we are as a university community and defines the focus of the academic programs we offer.

The **vision**, which is new for the campus, is an aspirational statement that represents who we will become through our actions: UW-Whitewater will be a national and international leader in providing transformational and empowering educational experiences.

The **values** statements describe what we believe in: diversity and opportunity, collaboration, integrity, service and social responsibility, learning and academic excellence, and shared governance

The plan itself is organized as follows:

It includes **six major goals**: improving student access and success, transforming lives and improving society, fostering diversity and inclusion, strengthening our resources, deepening partnerships and relationships, and celebrating the accomplishments of our campus community.

Each goal has an **objective** with one major **action** that the committee designated as broad enough to engage as many people in our campus community as possible, but also as focused enough to help us achieve the objective.

The **“Here’s how”** section provides information on the approach we will use to take action on each objective. The actions have been crafted so that most units on campus and in the community can identify with them and use them to shape their own strategic goals and actions to align with the campus plan.

Key performance indicators (KPIs) describe what we will observe if we are successful. KPIs will also have associated metrics, which are ways we will make the observations. These include data we already collect and report, but also new types of data, including survey instruments and other measures. KPIs will form the basis of annual reports that will track our progress over time.

UW-W CAMPUS MISSION

The University of Wisconsin-Whitewater is a preeminent academic institution driven by the pursuit of knowledge, powered by a spirit of innovation, and focused on transforming lives. As part of the University of Wisconsin System, UW-Whitewater embraces the Wisconsin Idea and is an economic and cultural driver of our region. We are a community with a deep appreciation for diversity and global perspectives. We are nationally and internationally recognized for the accomplishments of our students, faculty, staff and alumni. We inspire members of our community to make positive contributions to the State of Wisconsin, to our nation and to the world.

Our academic programs span the disciplines, from the theoretical to the applied, and encompass study in the arts, business, education, humanities, natural sciences, social sciences, technology, professional, and interdisciplinary programs offered at the associate, bachelor, master, and doctoral levels. These programs prepare students to become lifelong learners who lead successful lives and productive careers.

Pending approval by the University of Wisconsin System Board of Regents

UW-W CAMPUS VISION

The University of Wisconsin-Whitewater will be a national and international leader in providing transformational and empowering educational experiences.



Chancellor Kopper congratulating UW-Whitewater graduate

UW-W CAMPUS VALUES

Collaboration

We invest in meaningful relationships that leverage our respective talents and strengthen the Warhawk family, and we champion the endeavors of our faculty, staff, students, and alumni.

Diversity and opportunity

We believe in the dignity of all individuals and we cultivate an accessible, inclusive, and equitable culture where everyone can pursue their passions and reach their potential in an intellectually stimulating and respectful environment.

Integrity

We embrace principles of honesty, fairness, and ethical standards to foster an environment of mutual trust.

Learning and academic excellence

We engage all members of the campus community in learning, research, scholarship, and creative endeavors through powerful academic and co-curricular experiences in an environment that values academic freedom.

Service and social responsibility

We bring the knowledge and resources of the university into the communities we serve to solve problems, improve the quality of life, and create a more sustainable society

Shared governance

We make decisions based on strategy, evidence, and transparent, collegial dialogue and we hold one another accountable.



Students on stage at International Dinner

UNIVERSITY CENTER MISSION

To provide a welcoming and supportive environment that contributes to the educational process and enhances the campus experience.

UNIVERSITY CENTER CORE VALUES

Integrity

We value personal commitment to honesty and truth. We reflect this in our words and actions.

Accountability

We hold ourselves responsible for excellence in all programs and services, embracing change and encouraging innovation. We anticipate and exceed the expectations of our customers and fellow team members.

Relationships

We value working together as team members, committed to helping one another reach our shared vision and goals. We recognize the need to maintain balance in the various roles we assume in our lives.

Respect

We treat everyone like customers, including our fellow team members. We smile, acknowledge, listen and communicate openly and honestly.

Diversity

We value the differences between and among people, and the open exchange of individual ideas and opinions.



University Center team, Fall 2017

GOAL 1. WE WILL IMPROVE STUDENT ACCESS AND SUCCESS.

Objective 1: We will recruit a larger and increasingly diverse undergraduate and graduate student body.

UC HR team reached out to four multicultural groups for recruiting potential student employees and directing to employment application process.

Graphics & Marketing

- In spring 2018, Graphics and Marketing started adding captions to all new videos that are posted on Facebook as a way to be more inclusive for people who are hearing impaired. Graphics & Marketing also started adding voiceovers to lineup videos.

Roberta's Art Gallery

- Roberta's Art Gallery featured five diverse exhibits, including Mexican Folk Art; Visual Voices; Back in the World: A Living Legacy of Vietnam, WWII, and Korea; Images of Oaxaca, and Annual International Photo Contest.

UC Reservations

- UC Reservations will support this goal through event support. UC Reservations continues to be a major contributor to diversity events of all sizes with stakeholders from across campus and the community. Through facilities use, event logistics and planning, AV/ technical support, and staffing, we support a large number of events ranging from small student meetings to SOAR and Premiere Day to Opening weekend to large scale campus wide concerts and events.

Objective 2: We will improve the retention and graduation success of all students, including our first-time full-time freshmen, transfer students, and graduate students, and significantly narrow the retention and graduation equity gaps.

Dining Services offers the opportunity for growth to all student employees by offering student manager positions at all on-campus dining locations. Dining Services has additionally employed students after graduation in their field of study within the A'Viands company. It is recognized that the high level of student development and enhancement of marketable job skills results in a higher level of student retention overall, and A'Viands will strive to continue to build upon this effort.

Dining Services

- Dining Services employs 244 part-time student workers out of 333 total on-campus employees.
- Directors and unit managers provide group training seminars and on-the-job continued training and development of students promoting preparedness for joining the workforce by enhancing social and professional skills.

Graphics & Marketing

- Continuing to update 19 Working in the UC videos. The videos help potential student employees learn about the positions directly from current students.

HawkCard Office

- Revamped the HawkCard brochure and Window to Whitewater page to have cohesive language that reflects general information about the HawkCard, meal plan options, Dining Dollars, and Purple Points. It is based off of the “4 Fast Facts” video that is played during a parent presentation at SOAR days.
- There is an iPad that is held on a stand located outside of the front desk; that way the HawkCard student staff can stand next to the customer and engage them in how to successfully do a transaction online.
- Created a Spanish brochure to better aid the customers who have English as a second language.

Information Services

- Increased public relations interactions and exposure of services to over 1,600 students, staff and guests through several new promotions and by tabling during campus-wide events. Promotions included information on services offered, explaining our mail services and promoting the new Information Desk “Text the UC” a question service. Events included SOAR days, campus Move-in Day, HawkFest, Campus Assistant training and Warhawks At Night.

Roberta’s Art Gallery

- Gallery workshop attendance increased from 1,438 participants in 2016-17 to 1,816 participants in 2017-18.

Ticket Services

- Ticket Services provides a generic syllabus for WOTA students and encourages the students to review the document along with the instructor’s syllabus.

UC HR

- The UC employed 128 students in Fall 2017, 142 in Spring 2018 and 54 students in Summer 2018. Staff intentionally discussed with students connections to LEAP ELO’s and High Impact Practices.

Warhawk Alley

- In order to receive feedback from students on campus, electronic surveys were distributed after each of the 23 events. Surveys allowed coordinators to adjust operations/prizes for future events to provide students with an improved experience.
- Warhawk Alley staff engaged in LEAP discussions at eight monthly staff meetings, which created dialogue on how students are utilizing the skills learned in the classroom within their position here in the UC.
- Per feedback from Warhawk Alley staff, a “communications board” was implemented behind the Warhawk Alley front desk. This board was a direct suggestion from the students, and it proved effective in relaying messages between supervisors and staff.

GOAL 2: WE WILL TRANSFORM LIVES AND IMPACT SOCIETY.

Objective 1: We will provide high quality academic programming that prepares our graduates to become lifelong learners who lead successful lives and productive careers and to make positive contributions to the State of Wisconsin, to our nation, and to the world.

UC HR provided eight High Impact Practice internship positions throughout the UC in five different departments.

Objective 2: We will provide experiences that enhance student learning and development.

Ashly Manske, student employee at Ticket Services, attended the AudienceView Users Conference. She brought back many suggestions for improved utilization the AudienceView event ticketing software, most of which focused on enhanced selling tips and techniques. Ashly was mentored at the conference by Audra Lang from the Dean’s Office, College of Arts & Communication.

Dining Services

- An on-campus dietician allows for group and individual consulting and educational sessions with students to provide them with healthy meal plan options and resources for making healthy dining choices on campus. Dietetic services awareness is promoted to incoming students at all SOAR events, offering 1:1 meet & greets, Q&A, and educational literature. Dining Services will continue to build on the services offered by the on-campus dietician by posting relative educational promotional materials and videos throughout campus as well as online and social media platforms. Additionally, the dietician will be incorporated in dining programming featuring live instructional healthy cooking demos.

Graphics and Marketing

- UC Graphics and Marketing created over 2,222 promotional items since July 1, 2017. Some major projects included Old Main installations, new elevator graphics, UW-W/150th outdoor banners, and office window graphics.
- Nine UC students served on the UC Marketing Committee and wrote 66 Blog posts.
- Received graphics award from the 2018 ACUI Annual Conference in the Interior/Wall Art category (for Information Services Mailing Chalkboard).

HawkCard Office

- An internship was offered to the student manager.
- That same student manager, Kristin Dallman presented a PowerPoint discussing the journey of a HawkCard Student Assistant with the help of LEAP.

Information Services

- The University Center Information Services continues to act as a hub for the Whitewater Chamber of Commerce. The Information Services student employee's partner with the Whitewater Chamber of Commerce on promoting and educating students, staff, faculty, and guests about all the resources the city as to offer. Resources include, local businesses, historically information, events, lunch and learns, and employment opportunities.

UC Finance

- The recent and first confirmation of a new student manager position in the UC Finance Office to develop and increase the skills and exposure of additional duties and responsibilities of the student to coincide with today's and the future's societal demands. To transform the student to the next level of understanding and performance in which experiences obtained enrich the student to prepare for career opportunities, be it entry level managerial roles or adapting to the professional landscape, and to provide a broader perspective of the individual's role in society by understanding the causes and effects of external and/or uncontrollable factors.



Student being helped at the Information Services Desk

UC HR

- Bob Barry represented the UC and Student Affairs on the UW System Grant team “Taking Student Success to Scale.” This team is studying high-impact-practices and methods for scaling them to be more equitably available to all students.
- Coached and supported Kristin Dallman to present on connections with HawkCard Office employment and LEAP/High Impact experiences. Presented at Student Affairs meeting in April 2018.
- During the academic year, the total number of UC students who participated in 13 different T.R.A.C.K. events was 384 (including 30 UC students participating in Make a Difference Day). Summer on the Mall attendance also increased.
- Eight UC staff (full time and students) attended the ACUI Region V Conference in Milwaukee in fall 2017, as well as two staff and four students attended the ACUI Annual Conference in Anaheim in spring 2018. A total of 11 applications were submitted for the two conferences. Additionally, two staff and two students attended the SHRM conference in Oct. 2017.

UC Reservations

- UC Reservations will support this goal through providing relevant and timely resources, staffing, and support for campus programs and experiences. This is supported Professional Development for staff and student employees in technology, customer service, and emotional intelligence. A high percentage of student employees are evaluated each semester, and utilize Survey feedback to improve operations.

Warhawk Alley

- Warhawk Alley collaborated with University Health and Counseling Services (UHCS) on March 17 (St. Patrick’s Day) and April 28, to provide our student body with an alternative to drinking. UHCS sponsored a night of free bowling and billiards, including giveaways and pizza for the students.
- Three students were selected to fill leadership positions created within Warhawk Alley, including: League Coordinator, Tournament Coordinator, and Trivia Coordinator. These leadership positions provided students the opportunity to take ownership of programming in the alley, work with their peers and collaborate with multiple UC departments, and learn the importance of follow-through on all communication efforts.
- Due to inspiration from the 2017 ACUI Annual Conference, a staff member suggested and researched how to effectively host glow-in-the-dark billiards in Warhawk Alley. As a direct result of her hard work, four glow-in-the-dark billiards events were held in the Spring 2018 semester.
- In order to provide a transformative experience, Warhawk Alley supervisors utilized the strengths and knowledge of staff. For example, a student studying Information Technologies was selected to create training videos for Warhawk Alley covering safety, troubleshooting, and basic procedures.
- The Warhawk Alley Graduate Assistant attended the 2018 ACUI Annual Conference in Anaheim, California where she was able to network with fellow peers, attend educational sessions, and be inspired by highly motivational keynote speakers.

Objective 3: We will recruit, retain, and support talented and diverse faculty and staff who are committed to challenging and empowering students to reach their fullest potential.

New staff in the HawkCard Office writes up weekly reflections to better aid them to understand HawkCard policies and procedures as well as retain the information. It also helps them reflect any positive outcomes and challenges they face throughout the week.

UC Finance

- Continuing to recruit a diversified workforce to better reflect the surrounding community such as the Hispanic population. Strategies used for recruitment, retention, and support include, but not limited to, posting job opportunities in local newspapers, connecting with community members in searching for talent, providing interpreters during job interviews, translating hiring and other paperwork, downloading language conversion software on mobile phones, and offering professional development opportunities to enhance upward mobility of current staff. The reduction of staff turnover has improved the organizational climate of co-workers and the services provided to empower the potential of students.

GOAL 3. WE WILL FOSTER DIVERSITY AND INCLUSION.

Objective 1: We will increase the cultural fluency of our students, staff, and faculty.

As a part of UC Reservations (UC Building Managers, Setup Crew, Tech Crew, Reservations, and UC Entertainment) training, unconscious bias was incorporated into training and discussion. This has resulted in good conversations about recognizing and addressing the personal biases that everyone brings with them.

UC Finance

- Continuing to actively recruit students of various backgrounds by forming and supporting new connections with students from multicultural organizations. One main example includes presenting job opportunities in-person at meetings facilitated by multicultural organizations, which is one factor that has helped increase the UC student employment of minorities approximately by 2% from Fall 2017 to Spring 2018. The UC employment of minority students (≈13.5%; 17/126) was comparable to related statistics of UW-Whitewater (≈13.8%; 193/1,400) and the UW System (≈13.4%; 5,294/39,399) in Fall 2017. The UC student employment of minorities was ≈15.5% (22/142) in Spring 2018, and ≈21.1% (12/57) in Summer 2018. The UW System does not have updated statistics for Spring 2018 or Summer 2018.

UC HR

- The UC employs 19 full-time University Staff in maintenance and custodial positions. These positions consist of 36.8% Hispanic, which is almost quadruple of the regional counties, triple of the City of Whitewater, and double the rates of the US nationally. Within the UC 14 member custodial unit, 6 are women (42.9%) – and of the 6 women, 4 are Hispanic (66.7%).

Objective 2: We will continue to create an inclusive campus culture where different perspectives are respected and individuals feel valued.

The HawkCard Office Implemented preferred names on the HawkCard, so that way all individuals utilize their preferred identity and name.

Dining Services

- Dining Services has offered monthly featured meal options that are culturally diverse (including but not limited to: Curry Squash Soup, Kai Dao Rice Bowl, Greek Salad, Mushroom Broth Bowl, Corned Beef and Cabbage, Pork Ramen Noodle Bowl, and Pho Bowl). Rotating culturally diverse menu options are also featured at the World Flavors concept locations. Additionally, Dining Services partners with the university for the International Dinner event where the culinary teams prepare authentic dishes for multiple international student groups which the students have submitted. In the upcoming school year, a “Kitchen Lab” concept will be in the works allowing student groups to prepare foods under the instruction of our trained culinary team, and sell the foods in the University Center for fundraising efforts.
- Dining Services has offered many theme nights and limited time menu special features for student programming. Expanding upon programming efforts is a priority by partnering with Warhawk Alley to offer packaged promotions, add additional theme nights based around literary, film, and other pop culture themes, as well as offer cooking demonstrations, guest chef experiences, dining contests and social media promotional contests/offers to further student involvement and awareness.
- In collaboration with the Dining Services Advisory Committee, the seating section in front of Deloitte Café (Hyland Hall) was rearranged so lines no longer wrapped up and around the stairs but in front of the dining location to create a more inclusive environment for all individuals. In its new configuration, it is an inviting space for all guests to be served.
- Dining Services worked closely with Students Allied for a Green Earth (SAGE). Monthly meetings were held, a member from SAGE was added to the Dining Advisory Committee, and new initiatives were developed to create additional awareness to how dining can contribute to the sustainability efforts on campus.

HawkCard Office

- Continuing to translate specific marketing tools such as the updated HawkCard brochure and magnet.

Information Services

- The University Center Information Services completed in-person customer service surveys in the spring to gather direct customer feedback and suggestions. Over a two-week period, 140 surveys were completed. The survey gauged overall customer knowledge of services offered and most successful marketing tactics. It also gathered feedback on desired services with insight on potential future desired services. The overall customer service rating was 4.71 out of 5 with 113 participants giving a 5/5 for service.

Ticket Services

- Ticket Services staff gain knowledge and understanding by reviewing all printed and online materials related to ticketed events across the campus. This helps the staff when responding to customers who have questions about specific events.

UC HR

- The UC Staff attended a day long program regarding the “Competing Values Framework”, conducted by Choton Basu and Mark Johnson. This program addresses differences in people’s values and strengths.

UC Reservations

- Through attendance and scheduling of several acts at the 2018 NACA conference, The University Center, including Reservations, Entertainment and Tech Crew have contributed to the objective of “We will continue to create an inclusive campus culture where different perspectives are respected and individuals feel valued.” This has been accomplished by booking acts through the conference that have content that are specifically inclusive to people of different cultures, ethnicities, orientations, and lifestyles and aim to make them feel accepted within the campus culture. In addition, all of the performers maintain respectful conduct and provide a supportive, welcoming environment to all students who attend these functions.
- Primary examples include several acts scheduled for the upcoming year including spoken word artists Lacey Roop and Febo, or comedian Chloe Hilliard who explored and discussed their experiences living as people of different cultures and lifestyles and how they interact with society. With these artists, a better representation is provided of the different perspectives within the world and make individuals who can relate with these artists feel more valued.



Staff and Student Employees brainstorming during a professional development activity

Warhawk Alley

- Every Friday, Warhawk Alley provided service to the local St. Coletta group, allowing our staff to engage with a diverse set of individuals and enhance their customer service skills.
- Warhawk Alley hosted two, week-long recognition events for groups on campus, including Veteran Services and Non-Traditional students.
- Delivering a more inclusive design, Warhawk Alley completed its remodel of the bowling alley. Working with key stakeholders such as the Center for Students with Disabilities (CSD) and the Men's and Women's Bowling Teams, the space now allows for accessibility for all ten lanes and seating areas. New ball racks were installed to accommodate the needs of the bowling team members.
- Staff members participated in a CSD training at the beginning of the year, providing our students with knowledge on how to effectively communicate and accommodate all guests in the alley.
- Enhanced Trivia Night events to result in an overall 119% increase in attendance.

GOAL 4. WE WILL STRENGTHEN OUR RESOURCES.

Objective 1: We will expand and diversify our sources of revenue.

UC Graphics and Marketing printed 21 projects for Career and Leadership Development, 24 projects for University Marketing and Communications, and 73 projects for UW-W Dining (on the large format printer).

Ticket Services

- Ticket Services implemented a \$.15/ticket chargeback fee to departments sponsoring free events. This helps to cover the cost of staff time for ticket creation and printing.

UC Reservations

- Supplementing our 100% student fee based funding model with increased billing for non-campus groups. This has resulted in additional cash flow from outside groups that utilize the University Center for summer camp activities.

Objective 2: We will enhance our operational efficiency and effectiveness.

Warhawk Alley transformed the event sign-up process by offering an online option for students to register for all Tournament and Trivia events.

Information Services

- The University Center Information Services staff added to its services this year by enhancing mail services and increasing usage of its new texting service, “Text the UC” a question. There were 234 new users, which was a great success! Information Services is looking to add to this service and continuing to shorten the response time through new technology as well. (New iPad is ordered!) Students utilizing the service tend to use the service multiple times, which means relationships are forming and directly providing support for student and guest. This technology offers a real-time reply to campus and community questions and serves as a reliable and accurate resource for campus.
- Mailing services and inquiries continue to grow. The Information Desk is researching new mailing options and pre-paid postage systems. Initial research is complete for two potential online providers, UPS WorldShip and USPS Endicia.

UC Finance

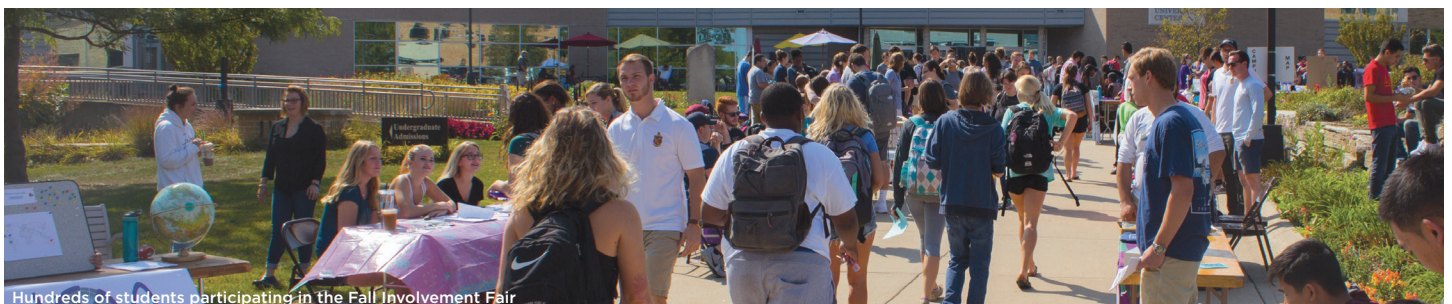
- Continuing the promotion and habit of reducing physical paper usage by reducing duplication of work and by utilizing electronic archiving for cost-effectiveness and sustainability. For example, due to the Sarbanes-Oxley Act - firms are required to archive financial documentation for at least seven years. UC financial documents would be stored by the UC Finance Office and another physical copy would be made to the other UC units for recordkeeping. To reduce physical documentation, the UC Finance Office provides the other UC units with electronic copies for recordkeeping. This initiative assists with reducing storing, printing, labor, and transportation costs.

UC HR

- Worked as UC HR team to update, present and implement a standardized hiring packet for full-time staff positions at the UC. Worked with UW-W HR to review, revise and make content to comply with/support UW-W practices.

Warhawk Alley

- One-on-one expectations meetings are held for each of our coordinator positions at the beginning of the year so all student staff are held accountable for their actions.
- Met with leaders from the CSD office to gain knowledge on proper accommodations for students that are visually impaired.
- Warhawk Alley took all feedback into consideration and implemented changes where applicable. The tournament schedule and structure was altered to enhance operations.
- Warhawk Alley worked with UW-W Vending to become a refund location, which improved processes during summer camps and reservations.



Hundreds of students participating in the Fall Involvement Fair

GOAL 5. WE WILL DEEPEN PARTNERSHIPS AND RELATIONSHIPS.

Objective 1: We will seek opportunities to build new partnerships with community, business, and governmental organizations in support of our mission.

Roberta's Art Gallery increased the number of on and off-campus partners that the gallery collaborates with by five new groups.

Dining Services

- Dining Services has partnered with community food vendors (The Sweet Spot, Casual Joe's, and Black Sheep) and Farmer's Market vendors for the Summer Concert Series, which was a great success. Additionally, Dining Services provides cakes from local bakery, The Sweet Spot, for all catering cake orders. The cakes are available to be ordered by all students, faculty, and staff. They are provided by The Sweet Spot and are served by Dining Services on campus. Moving forward, Dining Services will work to arrange a partnership with community vendors to offer a limited time featured item available at Willie's (example: cake of the week from The Sweet Spot available by the slice at Willie's).
- Dining Services played a key role in the success of the 150th Gala held in April. A'viands brought in additional staff from all over the country to support the event. This gave their culinary team a great opportunity to showcase their culinary skills to the campus community.

HawkCard Office

- The HawkCard Office is committed to working with local businesses by including them on the off-campus Purple Point program. This past year two new businesses were added, Jersey Mikes and Casual Joe's.
- HawkCard Office is a member of the National Association of Campus Card Users (NACCU). Dave Halbach is the institutional rep. Dave is also chair of the NACCU "Corporate Relations" committee.
- Dave is a member of the 2018 Blackboard Central Region Users Group conference planning committee.

Ticket Services

- Ticket Services is a member of INTIX (International Ticketing Association)

UC Reservations

- UC Reservations continues to strengthen tax polling MOA collaborations, City Council on-campus meetings, and other campus/community events. Additionally, we have been key players in campus/community event projects such as the Chancellors Summer Concert Series and the Community Outreach events at the UW-Whitewater Community Outreach Center. Staff is involved with professional organizations such as ACUI, NACAS, AES, NACA, and INFOCOMM.

Warhawk Alley

- Partnered with a UW-Whitewater sorority in order to build relationships and provide volunteer opportunities for Greek Life on campus.
- Improved engagement with Whitewater community members, increasing our outside reservations by 24%.
- Provided entertainment options at the UW-Whitewater Summer on the Mall and Summer Concert Series events, allowing our staff to market reservation options and strengthen relationships with the community members.
- Increased marketing efforts at all SOAR events, increasing our Warhawk Alley pre-sales by 400%.
- Contributed to Whitewater community efforts, including the Chamber of Commerce and LINCS Elementary School.

Objective 2: We will enhance existing relationships with alumni, emeriti, friends, and other partners.

The HawkCard Office is collaborating to make the transition with merging Rock County 2-Year College with UW-Whitewater as smooth as possible.

Graphics and Marketing

- UC and Dining Services partnered with Choton Basu and Bill Bowen to begin planning and implementing the StriveOn App to promote programs and services.

UC Reservations

- UC Reservations continues ongoing UC mission support of student, alumni, emeriti, and campus partner events and activities. This includes continued extensive support of Warhawk SOAR days, Warhawk Premiere Days, alumni, UW Foundation, departmental, and student org events. Sustaining and improving event satisfaction is a priority based on surveys and customer feedback. Ongoing review and upgrades of meeting room AV equipment to meet changing needs is a top priority in our department. Current upgrades include investigating the feasibility of adding teleconferencing equipment in the UC to help facilitate the U-Rock merger.



HawkCard Student Employees assisting customers

GOAL 6. WE WILL CELEBRATE THE ACCOMPLISHMENTS OF OUR CAMPUS COMMUNITY.

Objective 1: We will enhance the way in which we tell the story of our programs, faculty, staff, students, emeriti, and alumni achievements.

UC Reservations has worked with the Whitewater High School to provide a safe prom environment, provided equipment for Fairhaven events, and hosted the City of Whitewater City Council. This action reflects positively on the campus, and helps form partnerships and relationships.

Dining Services

- Over the past year, A'viands has brought in current and potential new clients to tour our campus dining facilities. The facilities and dining programs are highly regarded and a showcase for future businesses.

Graphics and Marketing

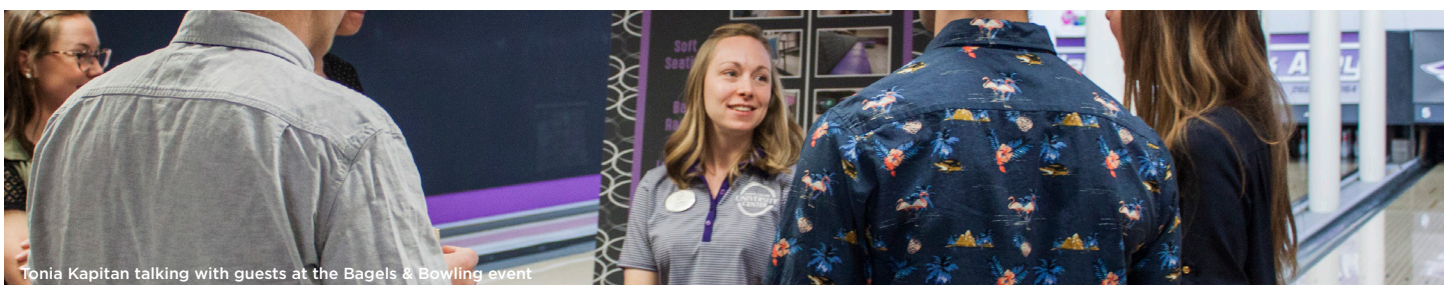
- Increased Instagram followers by 229—reaching 765 followers. Increased UC Blog page views to 10,108, and achieved 158,310 website views for the UC website.

Roberta's Art Gallery

- UC Gallery, Graphics and committee members contributed to successful installation of Old Main Lane historical/Warhawk pride items. Kim Adams also served as a reviewer for the 150th Anniversary book: UW-Whitewater—150 Years, Inspire - Engage - Transform.

Warhawk Alley

- Offered an open house event (Bagels & Bowling) to raise awareness of the alley remodel. Marketing materials for this event highlighted before and after photos of Warhawk Alley, indicating the areas in which we created an inclusive design.
- Supervisors inspired students by selecting a Student of the Month and recognizing those individuals at each staff meeting.
- Tonia Kapitan was selected as the recipient of the Chancellor's Award for "providing outstanding cooperative efforts in assisting students with disabilities to achieve their educational goals" as a result of the more inclusive design of Warhawk Alley.



Tonia Kapitan talking with guests at the Bagels & Bowling event

Objective 2: We will strongly articulate and demonstrate the value of the university to the region, state, and beyond.

A staff member in the HawkCard Office took a 9-month course called Standard Assessment and Guidelines via NACCU that helped assess the ID card office. The course talked about 13 different topics that helped the office either question possible improvements that the office needed or confirm successes that the HawkCard Office has.



Old Main Lane



Reservations Student Employee assisting a customer



UC Students and Staff at the ACUI Conference in Anaheim, CA



Ticket Services in the Center of the Arts



Customers at Willie's in the University Center



Tournament participant in Warhawk Alley



Roberta's Art Gallery workshop participants



University Center hosting Summer on the Mall



UNIVERSITY OF WISCONSIN
WHITEWATER



Inspire. Engage. Transform.