

James R. Connor University Center
ANNUAL REPORT
2020-2021



University of Wisconsin
Whitewater

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UC & DINING SERVICES: 2021 & BEYOND

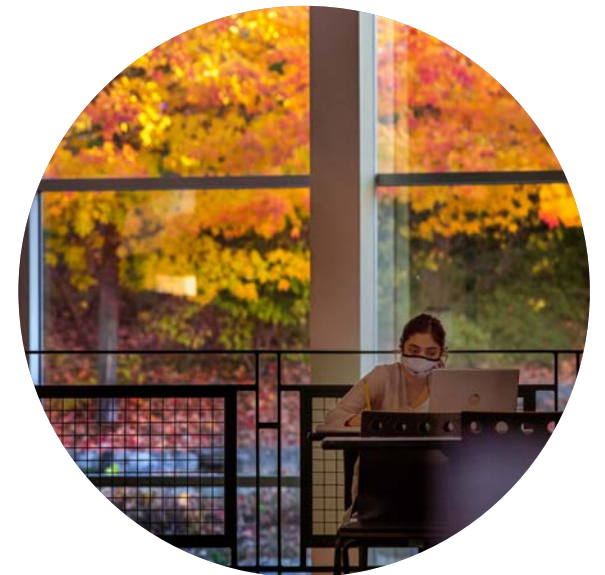
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ORG CHART

28-29

Key for Acronyms and Initialisms

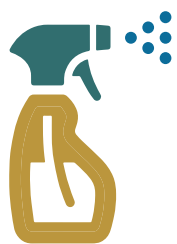
- ACUI - Association of College Unions International
- ADA - American Disabilities Act
- ASL - American Sign Language
- AV - Audio Visual
- COVID-19 - Coronavirus Disease
- ELO - Essential Learning Outcome
- EOC - Emergency Operations Center
- HIP - High Impact Practice
- HPERC - Health, Physical Education, Recreation and Coaching
- HR - Human Resources
- IMPACT - LGBTQ+ Allies
- NACAS - National Association of College Auxiliary Services
- NASH TS-3 - National Association for System Heads, Taking Student Success To Scale
- NPHC - National Pan-Hellenic Council
- ORG - Organization
- PEACE - Peace Education Activism (through) Creative Engagement
- POE - Principle of Excellence
- SDES - Student Diversity, Engagement and Success
- T.R.A.C.K. - Training, Relationships, Advising, Connections and Knowledge
- UC - University Center
- WOTA - World of the Arts
- WSG - Whitewater Student Government



FACILITIES



Increased Sanitation



120

gallons of Clorox 360 used in our new Clorox 360 Electro sprayer.

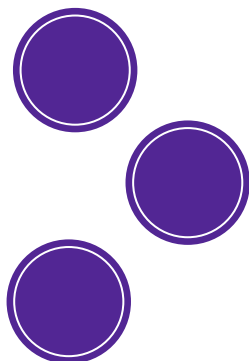


Cleaning & Safety Protocols



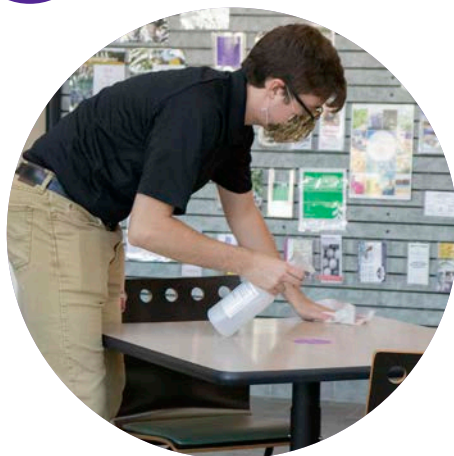
- Adjusted protocols to increase frequency of cleaning high contact areas.
- Plexiglass or glass barriers were added to front desk and service areas.
- Sanitation stations were made available throughout buildings.

Social Distancing Lines



257+

social distancing dots were used across the University Center and campus dining locations.



HAWKCARD OFFICE



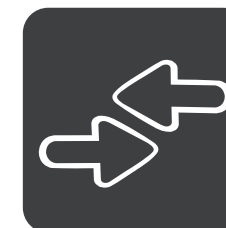
Online Photo Submission

Implemented "Online Photo Submission" for new Warhawk students, faculty and staff. The HawkCard office approved and processed

2,283

online photo submissions.

Virtual Conference



Dave Halbach presented an education session, "Key Performance Indicator Reporting" during the 2021 Transact Campus Inc. virtual users conference.

COVID-19 Testing



HawkCard Office provided multiple readers and reports for the COVID-19 on-campus testing locations to assist with employee and student tracking.

44,279*

combined HawkCard swipes at on-campus COVID-19 testing locations.

Voter ID Compliant

The staff worked with WSG representatives to modify the HawkCard design and make it Wisconsin Voter ID compliant.



Approximate number of HawkCard swipes:

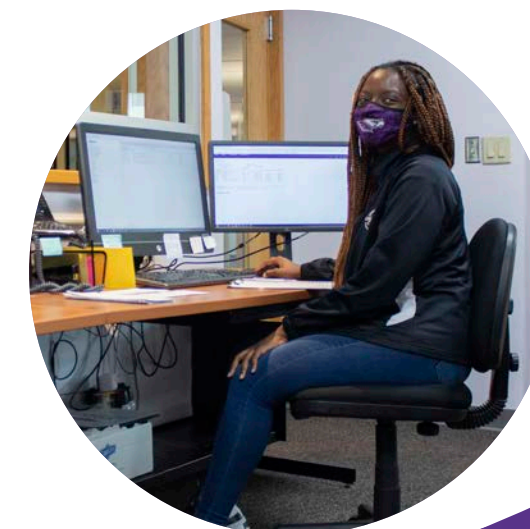
1,043,715

Swipes include weekly meal plans, Dining Dollars, Purple Points, vending, rec sports membership check-ins, COVID-19 testing checkouts, etc.

Touchless Scanning



Implemented "touchless" HawkCard swiping/scanning using existing barcode scanners at most HawkCard reader locations.*



*Main Campus & UW-Rock County Campus



UC Texting Line



The UC Text-A-Question line answered over

200

text messages, with over 80 users.

New Community Board



Implemented a new student-designed Whitewater Chamber & Tourism information board to support and promote local business, events, and community.

Personal Rooms



Personal Room Reservations offered for the first time. More than 127 personal reservations, 380 total hours used, with an average of 3 hours used per reservation.



Student Hours



UC Information Services student staff worked 2,035 hours in-person. Due to COVID-19 and budget reductions, staffing was cut in half. A total reduction of 5 student positions and 2,633 student staff hours.

Welcome Packets

Custom welcome packets were created for guests. This was in response to COVID-19 and limited use of the *Getting U Connected* Board available for guests to learn about community connections.



Events Reserved

163

total events reserved in the UC, all customized to comply to COVID-19 safety protocols.

Virtual Events

UC Tech dedicated approximately

320 Hours

of staffing time to help record, edit, or stream virtual events from internal departments as well as a variety of campus partners including Greek Week, UW-W Dining Services, NPHC, IMPACT, WSG, UW-W TV, and Commencement.

New Online Reservations

UC Reservations implemented a new online reservation form to streamline reservations and reduce paper forms due to COVID-19. Number of reservations utilizing this new system:

- 54 for Spring 2021
- 56 reservations for Fall 2021 Series
- 57 Fall 2021/Summer 2022 Single/Special Events

Customer Interactions

55%

of customer interactions were in-person vs calls or text messages.

Classroom Support

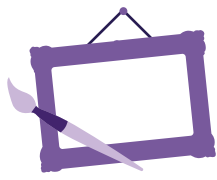
Supported classes held in Summers Auditorium and assisted faculty in their transition to the space.



Updated Hamilton Room Technology

Implemented a technological overhaul of the Hamilton Room AV - some of which has not been updated since 1989.

ROBERTA'S ART GALLERY



Clem Hall Craft Kits



50

craft kits delivered to Clem Hall on Sept. 18, 2020 for students in quarantine.

Virtual Receptions



Virtual Reception Attendees:

2,141

Top virtual reception featuring artist, Liubov Szwako:

1,046

Collaborations with Fairhaven Senior Services

April 26, hybrid word art event participants:

15

June 18, in-person splatter painting event participants:

15



Workshops

Total Workshop Attendees: 249

Unique Workshop Attendees: 184

Customer Service Rating: 5.78/6

Events

Events Sponsored:

27

Workshops:

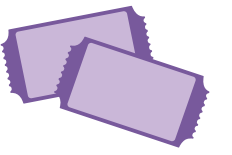
8

Exhibits:

8



TICKET SERVICES



Young Auditorium Events



307

in-person tickets sold for 8 Young Auditorium events. Each event had a 50-person capacity.

Updated Custom Lists

18,775

inactive customers removed from the ticketing system to ensure accurate customer lists.

Digital Tickets Sold

446

for events in the 20-21 season.

WOTA Tickets



487

total digital World of the Arts Tickets sent to 164 students via a new Qualtrics form to remain contactless.



UC ADMIN/HR/EMPLOYMENT

UC Student Success Campaign



Set the foundation for the "UC Student Success Campaign." Raised \$4,440 during 20-21 fiscal year.

T.R.A.C.K Events



Implemented 17 T.R.A.C.K. events:

8 Fall **9** Spring



LEAP Discussion Groups

57 Student participants in the Fall semester!

57 Student participants in the Spring semester!



UC Summer Socials with Staff/Students:

18 Attendance for July 2020.

30 Attendance for June 2021.

UC Leadership Certificate



Total number of UC Leadership Certificate participants:

3 Fall **6** Spring



The Connection Newsletter



- Created and shared with the purpose to help keep student employees and staff connected with the UC and campus.
- 7 issues were published and lead by a team of students.



Graduated Students

Total number of UC Students Employees who graduated each semester:

7 Fall **15** Spring

6th Annual LEAP Survey



67% student employees completed the 6th annual UC LEAP survey*.

See page 25 for results breakdown

Exit Survey:

40% of departing students completed the survey.

See page 24 for results breakdown



UC ENTERTAINMENT



Collaboration



movies shown. Collaborated with the Student Group PEACE to provide an online link for students to access virtually.

Student Entertainers

Able to host two of our own Warhawk students as entertainers. Will Cullen (music) and Nia Mooney (spoken word). Both were a great success with more student interactions than our other events.



Down Under & Virtual Event Attendance

31

virtual events hosted. Of those events, 12 were campus department collaborations.



Student Employment Experience

With a shift to only online platforms for events, students were able to enhance hosting, collaboration, and event planning skills while finding alternative ways to put on entertainment.

UC FINANCE



SDES Communication

UC Finance continued communication with SDES to recruit and hire student staff. Hired 2 students from this network.

Electronic Deposits:

Pioneered electronic deposit agreement with the Cashier's Office for revenue due to an increase in remote work.

COVID-19 Expenses Reported

HAWKCARD:	\$56.87
UNIVERSITY DINING:	\$45,930.16
UNIVERSITY CENTER:	\$9,282.98
OVERALL:	\$55,270.01



COVID-19 Precautions

Provided recommendations to University Center units about precautions in handling physical currency and financial credit/debit cards.



Student Highlight

Bailee Timm, UC Finance Intern, took on the responsibility and management of the physical office during Miguel Aranda's absence in Fall 2020.

Cash Bags



802

The office prepared, distributed, and received over 802 cash bags during the fiscal year. Reduced cash bag distribution by about 1,700.



UC Website Views

★ **215,556**



UC Movie Design Featured

Swank Motion Pictures, Inc. featured UC movie designs created by student designers in their [online toolkit](#) & website as a resource for other universities.



Redesigned Building Maps

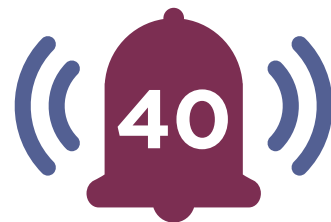


UC Graphic Designers, Alexa Nelson & Veronica Wipperfurth redesigned UC building maps to provide a more accessible design that is easier to read.

Blog Views



UW-W App Notifications

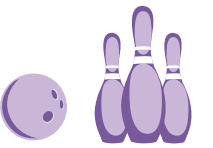


app notifications were sent out to all undergraduate and graduate students via the UW-W app to promote events and deadlines.

Videos Completed



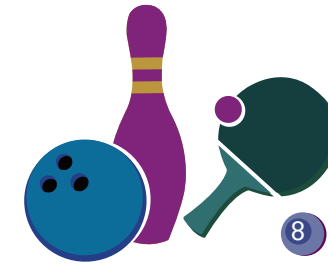
videos for promotional/internal training purposes were completed.



Record App Bookings

2,000

In partnership with ICIT, successfully launched a new reservation system via the “space booking” tool through the UW-W Involvio app. About 98% of students and guests were able to book, or reserve, in advance to help with the safety and capacity restrictions.



Sales

\$18,000

Despite COVID-19 restrictions and capacity limits, Warhawk Alley generated nearly \$18,000 in revenue. This included pass sales, HPERC Bowling Class fees, reservations and weekend entertainment.

Record BINGO Attendance

516 Participants

Collaborated with UC Entertainment and achieved record attendance for BINGO in four events. Winterfest virtual BINGO had the highest record attendance at 186 participants.



Rec Sports Collaboration

404 Participants

Collaborated with Rec Sports “Madness in March-Virtual NCAA Bracket Challenge.”

Record Trivia Attendance

561 Participants

Collaborated with UC Entertainment and had record attendance despite a virtual platform. This total includes three important collaborations with Active Minds, Homecoming steering committee and Health Comm 463.

WARHAWK PANTRY



New Clients

39

new clients came to use the pantry. This included students, staff, and community members.



Usage



3,240 lbs

of food/toiletries were utilized by our clients.

Donations



4,761 lbs

of food/toiletries were donated to the pantry by various organizations and individuals.

Pantry Visits



384

Care Packages

Received 100 donated COVID-19 care packages for students in quarantine at Clem Hall and off campus in Fall 2020 (from UW-W Honors program). These packages included soups, cereal, healthy snacks, cold medicine, tea, brain teasers and coloring pages.

Dr. Kate Ksobiech and her health communications class also provided packages that included microwavable storage containers, dish soap, sponges, and plastic silverware.

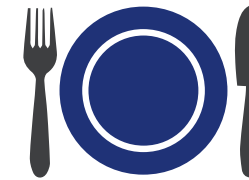
UW-W DINING SERVICES



Virtual Events

Collaborated with the various campus departments to participate in online cooking demos for Warhawk Winterfest and Healthy Snacks for Daycare. Rachael Omdoll participated in 3+ online events with various campus departments, UW-W Sustainability, University Housing, etc.

Clem Hall Deliveries



1,750+

Meals were delivered to students in Clem Hall in the spring semester!

Customer Reviews

"The people are the biggest reason why I like going to the UC. I can get the same food at Drumlin, but I much prefer saying hi. Very happy with my experience. Thanks for your continued work with making the experience of being on campus great. A former dining official used to say that it was his goal to create the experience. It's probably the most realistic campus experience we can get right now. So it is greatly appreciated."
- Tom Kind

Staff Recognition

Years of Service:

20 Years:

- Raymond Andrus: Dishroom Lead in the University Center

10 Years:

- Laura Gray: Einstein Bros. Bagels
- Walter Brugman: Good to Go Prep
- Carrie Telfer: Prairie Street Market
- Tara Serrano, Tara: Barista for Deloitte Café

5 Years:

- Alex Bauschke: Storeroom Worker at Drumlin Dining Hall
- Kim Thayer: Dishroom Lead at Drumlin Dining Hall
- Jean Schauer: Service Operator at Esker and Prairie Street Market



SPECIAL RECOGNITION

Warhawk Rising Staff Shout-Outs:

"I would like to thank **Jenny Fisco** and **Jenny Rule** for being amazing supervisors who have helped me grow professionally and have always made work enjoyable."

- **Lindsey Novak, Graphics and Marketing**

"I would like to thank **Leann Sullivan** for pushing me to not only be a better bowler but a better student. I would also like to thank **Greg Laccarino** for all the inspiration he gave me as an advisor to NSLS."

- **Kailee Tubbs, Women's Bowling Team**

"I'd like to thank **Miguel Aranda** for being an excellent manager during my time working in the University Center and for pushing me to learn new management skills that I can carry over to my full-time role post-graduation."

- **Bailee Timm, Finance**

"I'd like to thank **Kim Adams, Marissa Porn** and **Rhonda Jones** at the UC."

- **Kaitlin Amerling, Roberta's Art Gallery**

"I would like to acknowledge **Kim Adams, Rhonda Jones**, and the University Center staff for their continuous support and encouragement. They have taught me so much!"

- **Shea O'Malley, Admin**

"I'd like to thank **Tonia Kapitan** and the other amazing staff at the University Center for giving me so many opportunities to continue to grow my leadership and professional skills."

- **Madisen Stender, Information Services**

Angela Meldonian

- Appointed as the Executive Director of the James R. Connor University Center (Effective January 2021)
- NACAS Central Board of Directors
 - » Served as the NACAS Central Board of Directors - Secretary (November 2020 to May 2021)
 - » Appointed as the NACAS Central Board of Directors - President Elect (Effective June 2021)



Dave Halbach was awarded the 2021 Distinguished Service Award by the National Association of Campus Card Users (NACCU). This Service Award is presented annually to an individual who has advanced the industry, exhibited entrepreneurial spirit, is an active member of NACCU, is actively involved in research & design, and who is active in the industry through serving on advisory boards or actively educating through presentations and sessions. Dave Halbach has a long history of leadership and collaboration within the NACCU community. He has shared his experiences and expertise through countless presentations that have enhanced user knowledge of the card industry.



UC Marketing Assistant, **Bailey Gaffney's** blog, Wisconsin Food Trails, was featured in the [TrailerBlazer Magazine](#) spring edition after being picked up by a travel writing company.

ACUI

- **Kim Adams** and **Jenny Fisco** served on the ACUI Region V Conference Planning Team (CPT).
- 10 UC staff and 13 UC student employees attended the virtual ACUI Region V Conference in November, 2020.
- **Kate Amerling**, UC Gallery PR Intern, & **Sam Eibl**, Building Manager, co-presented at the ACUI Region V Conference on "Modernizing Virtual Programming: A Student Perspective."
- ACUI regional graphics competition awards:
 - » Poster- 2nd place (Disney Pixar Trivia - **Megan Sundquist**)
 - » Digital-1st place (Disney Trivia Digital Signage - **Alexa Nelson**)
 - » Video- 2nd place (Friends Trivia Promo Video - **Jake Abezetian**)
- **Angela Meldonian** - [The Bulletin](#)
 - » Quoted about the impact COVID-19 has had on the University Center in the article: "The New Engagement: COVID-19 Testing, Vaccinating at Student Unions."



COVID-19 IMPACT

The University Center staff remained dedicated to carrying out the mission of providing a welcoming and supportive environment during this challenging year. The team worked creatively to find solutions that fit under the Warhawks Return guidelines.

Budget:

- Reduced operating budget by 10% across all departments.
 - » Resulted in adjusted hours of operation and reduced student employment opportunities.
- 8.63 FTE positions were eliminated for FY22 with VSIP opportunities, non-renewal of contracts, and/or not filling vacancies.
- Significant loss in revenue.

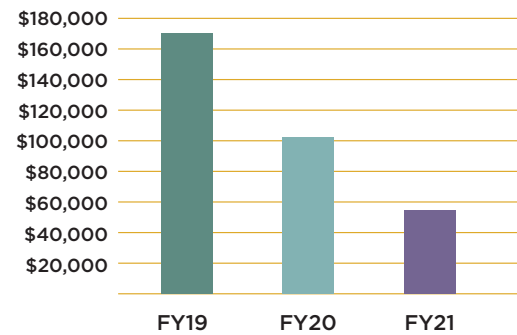
Facilities:

- Campus Testing Locations:
 - » Fall: Hosted pop up events in Esker and UC.
 - » Spring: The Hamilton Room.
 - » Summer: Drumlin Dining Hall.
- Summers Auditorium served as classroom space.
- UC 262 was set up for private telehealth communication.
- UC 259 was reset for video production for enhanced virtual programming.

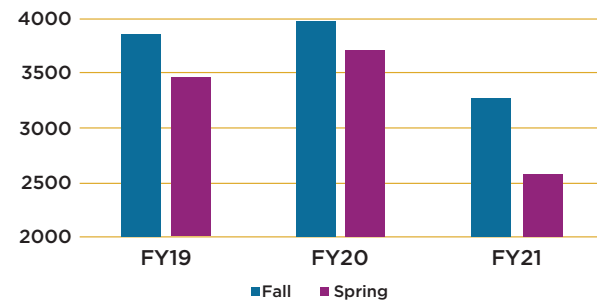
Service:

- UC Staff remained committed to serving our campus community both in person and remotely.
 - » UC Student Employees were offered remote work when possible.
 - » Adjusted services/operations/programs to provide hybrid opportunities.
- The University Center and campus dining locations remained open with minimal disruptions despite significant staffing challenges at times.

Vending Commission Amounts Compared:



Meal Plan Counts:



Work Arrangements:

From August 19, 2020 to June 30, 2021



COLLABORATIONS

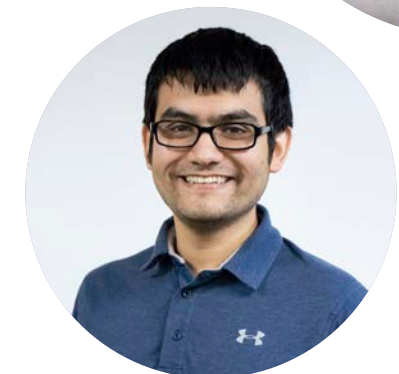
The UC partners with many entities across campus and within the Whitewater community. Collaboration has many forms to include but not limited to: committee work, assisting with event planning, virtual live streaming, participating in events as hosts, guest speakers, panelists, marketing and graphics support, information sharing, story telling through informational presentations, and multiple work within professional associations.

Special Collaborations:

- Fall Diversity Forum: UC Entertainment sponsored UW-W Alumni, Matt Glowacki's presentation, 'Nurture Your Nature.'
- Hosted the Senate Committee on Universities and Technical Colleges first hybrid meeting in UC 275 (Free Speech on Campus).
- Marissa Porn shifted 50% of workload to become a Contact Tracer for campus.

Campus Committee Representation:

- Athletic Director Search and Screen
 - » Fabiola Aranda, Assistant HawkCard Office Manager
- Campus IT Task Force
 - » Dave Halbach, UC Assistant Director
- Chamber of Commerce Connection Liaison
 - » Tonia, Kapitan, Warhawk Alley and Information Services Coordinator
- Chancellor's Inclusive Excellence Committee
 - » Marissa Porn, UC Programming Coordinator
- Emergency Operations Committee
 - » Angela Meldonian, UC Executive Director
- Enrollment Strategy & Evaluation Committee
 - » Miguel Aranda, UC Financial Specialist
- Ticket User Group
 - » Crystal Benes, Ticket Services Office Manager
- University Commencement Committee
 - » Michael Inloes, UC Assistant Facilities Coordinator
- University Marketing Committee
 - » Jenny Fisco, UC Marketing Coordinator
- University Staff Council - Executive Board
 - » Jennifer Clauer, UC Custodial Supervisor - Secretary
 - » CynDee Sentieri, HawkCard Office Manager - Member At Large
- 25Live User Group
 - » Elizabeth Inloes, UC Reservationist



STUDENT EMPLOYMENT AS A HIP:

The UC intentionally incorporates a number of ways to help students connect their learning to the LEAP ELO's & POE's. Examples include:

Fall Semester 2020

- ACUI Conference (November)
- Check In meetings (with Angela and Staff)
- End of Semester Evaluations
- LEAP Discussions
- LEAP Self Assessments
- LEAP Surveys (December)
- New Hire On-boarding
- T.R.A.C.K. Events
- UC Leadership Certificate Opportunity (3 students)
- UC Orientation (September)

Spring Semester 2021

- Check In meetings (with Angela and Staff)
- End of Semester Evaluations
- LEAP Discussions
- LEAP Self Assessments
- LEAP Surveys (April/May)
- New Hire On-boarding
- T.R.A.C.K. Events
- UC Leadership Certificate Opportunity (6 students)

Summer

- Summer Socials (July 2020 and June 2021)

Ongoing

- Collaborating and connecting with other UC and campus departments
- Flexibility and Growth
- Increased opportunities within Department/Position
- Internship Credit Opportunity
- Professional Development Resources (Canvas, Outlook)
- Social Media Communication

The UC will be featured in the second edition, chapter 2 of *Becoming a Student Ready College* - Second Edition by Tia Brown McNair, Susan Albertine, Nicole McDonald, and Thomas Major Jr.



STUDENT LEAP REFLECTIONS:

Share one or two examples from work or another life experience that demonstrate how you have used your civic, intercultural, or ethical knowledge to handle a diverse or complex situation.



"Working in entertainment, especially this semester, we have faced many issues in regards to attendance due to our events being virtual. We have had to try and find ways to keep people interested in our events even though they are online, which has been somewhat difficult. Through critical thinking, we've come up with ideas such as giveaways or Q&A's with performers that may make people want to come and watch."

- Reese Nasser, UC Entertainment

Explain how you are encouraged or how you engage others in critical thinking at work. How do you offer ideas on solutions or help others see alternatives to solutions?



"As a graphic designer for UC Graphics and Marketing, nearly all of the design work I do for the UC relies on critical thinking. When designing something for a department, I am given the information that needs to be incorporated, but it is up to me to offer a solution on how that information should be communicated visually. I look at the content of the information provided and create a design aesthetic that fits the content. For example, a poster advertising a bowling tournament for Warhawk Alley should have a different look and feel from a poster promoting the latest exhibit in Roberta's Art Gallery."

- Alexa Nelson, Graphics and Marketing



"This past semester I have been training our two new employees. Each shift, I try to encourage them, but also allow them to learn themselves and make mistakes. I think the best way to learn something by doing it yourself. While teaching the new students I want them to be able to do a task and then when we go over it, they can find things they need to work on or fix. I am encouraged at work by my co-workers along with my supervisor and the surrounding departmental supervisors."

- Katie Kuzulka, UC Reservations

Describe a time when you "aimed high" and/or made excellence inclusive in your departmental work or for a project for the University Center.

"When I first started working at Ticket Services, I remember having a customer coming up to my desk who needed WOTA tickets. This student was finishing up credits and was very nervous about transferring back and standing out from other students. She wasn't really sure how to read her professor's syllabus and what events she needed to attend for the professor. I told her that I took WOTA before and that I would help her through her syllabus and get her the tickets. I think she was at the desk for about 20 minutes while we went through it all together. We talked about her major and how she came back to school to finish it all up. I wanted to make sure she was organized and knew where to find everything for her class."

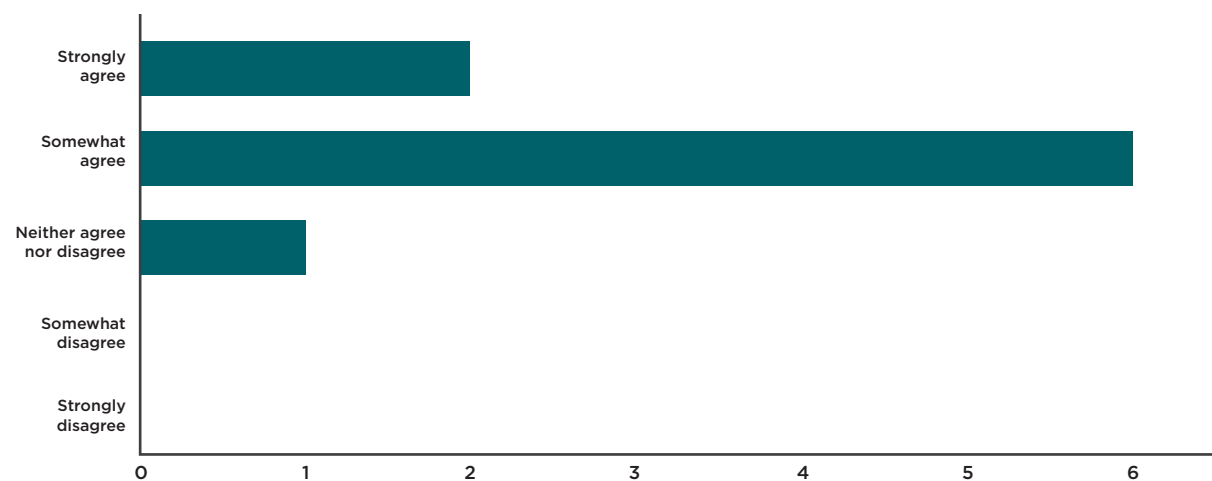
- Jori Zills, Ticket Services

What did you enjoy about your UC employment?

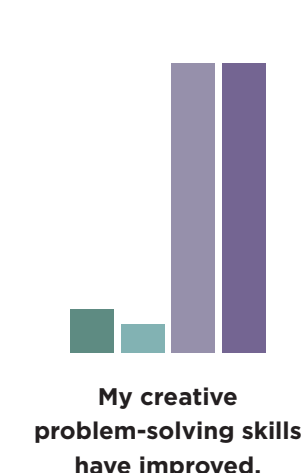
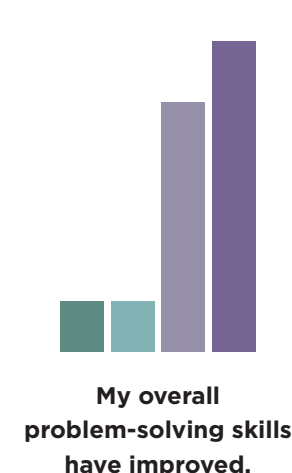
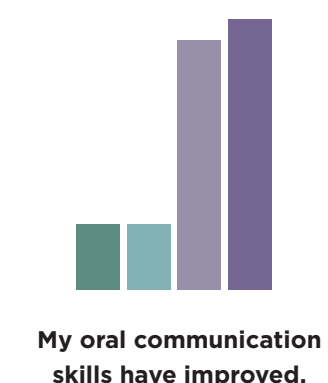
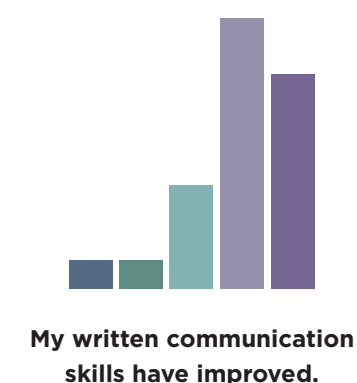
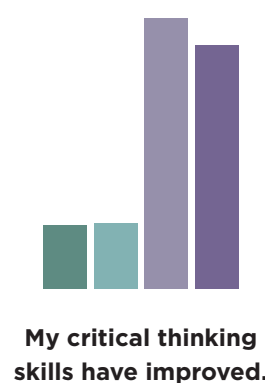
- “I enjoyed everyone I was able to meet and connect with. I am also grateful for the number of different opportunities I was able to have and learn from.”
- “I enjoyed that my position allowed me to work independently. I had the freedom to plan out my work day and come up with new and fun things to try related to plants (example: trying out new types of propagation).”
- “I liked the experience I got. I learned a lot and improved my skills immensely.”
- “All of the different people that I got to meet throughout the years.”
- “Everything honestly. The people are awesome and my job was extremely fun. I learned so many cool new things that I will never forget.”
- “The friendships I built and the professional development I gained.”

Working at the UC contributed to my academic success

84% agreed that working in the UC contributed to their academic success



Since 2014, the UC has conducted an annual LEAP Survey for student employees to assess their understanding of the LEAP framework, as well as the impact and connections to their UC employment, to their classroom experience, and to LEAP elements as it relates to career and life skills.



Mission

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

Vision

- To be a leader in building campus community.
- To create memorable experiences for students and guests.
- To be a leader among college student unions.



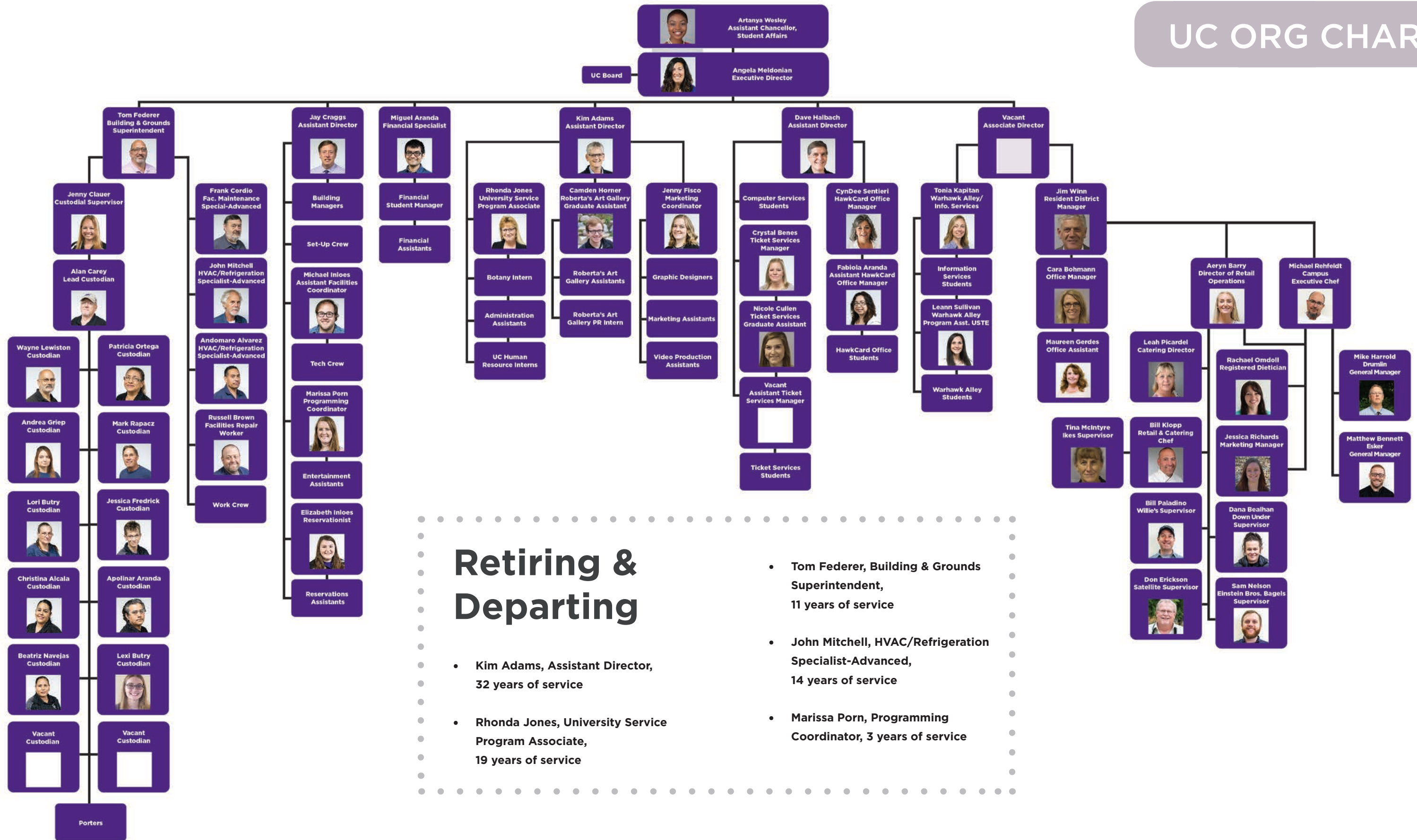
Core Values

- **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 team members.
- **Diversity:** We value the difference between and among people, and open exchange of individual ideas and opinions.
- **Integrity:** We value personal commitment to honesty and truth. We reflect this in our words and actions.
- **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 team members. We smile, acknowledge, listen and communicate openly and honestly.

The University Center and UW-W Dining Services:

- Will implement best operating practices related to health and safety as outlined in Warhawks Are Back plan.
- Will provide opportunities to foster a greater sense of community and connection.
- Will broaden opportunities to connect and collaborate with the campus community to grow in understanding and value of diverse identities, cultures and perspectives.
- Will continue to be good stewards of allocated funds and resources in order to maintain a balanced budget while exploring new ways for revenue generation.
- Will carry forward high quality services and programs through the reorganization of units, staff engagement, and technology improvements.





Retiring & Departing

- **Tom Federer**, Building & Grounds Superintendent, 11 years of service
- **John Mitchell**, HVAC/Refrigeration Specialist-Advanced, 14 years of service
- **Kim Adams**, Assistant Director, 32 years of service
- **Rhonda Jones**, University Service Program Associate, 19 years of service
- **Marissa Porn**, Programming Coordinator, 3 years of service

GETTING U CONNECTED

