

**DIVISION OF
STUDENT AFFAIRS**

ANNUAL REPORT

2019-2020



Division of Student Affairs

1,010
students needed
to be moved out of
the residence halls
in **one week's time**
in **March 2020**

Norris Health Center
had
9,617
medical visits.

Panther student-athletes
earned a department
GPA of 3.421;
Living Learning Community
Members had a
GPA of 3.19

Lawton Scholars
93%
persistence rate **fall 2019**
95%
persistence rate **spring 2020**

33k
Burger King fries
30k
Pacific Wraps wraps
24k
GRIND Signature Drinks

DOS Office handled
**1,436 EMERGENCY
GRANT APPLICATIONS**
from March 2020-August 2020

UREC
**PRODUCED 51 HOURS
OF VIDEO CONTENT**
when facilities
were shut down

An average of
17,900
people visited
the Union each
Monday-Thursday
prior to shut down
in March.

Number of
SERVICE-LEARNING HOURS
in Fall 2019 was
21,768

In Fall 2019 at least
2,392
UNIQUE STUDENTS
participated in Student Involvement
programs during Fall Welcome
**FALL
WELCOME**

51,258
POUNDS OF FOOD
&
3,638
PATRONS SERVED
AT THE FOOD PANTRY

~4,308
students and staff
took part in
Health Promotion & Wellness
programs with a focus on
alcohol and/or other
drug abuse prevention.

Table of Contents

Preface from Vice Chancellor Kelly Haag

While the Division of Student Affairs Strategic Plan was launched after the 2019-2020 academic year, this report (and ones that come afterwards) is organized around the five Divisional priorities:

Alignment

- Collaborative Partnerships
- Communications
- Infrastructure: Technology, Facilities, and Operations

Equity and Justice

Student Learning

Health and Well-being

- Healthy Habits
- Dealing with the Medical Side of the Pandemic
- Basic Needs

Student Connection to UWM

STUDENT AFFAIRS ANNUAL REPORT

2019-2020

Preface from Vice Chancellor Kelly Haag

As we prepared to launch a Divisional strategic plan and an annual report, we had no idea that our regular routines and duties were about to be upended by a global pandemic. The 2019-2020 academic year began routinely; however, Spring 2020 introduced unforeseen challenges for the Division of Student Affairs.

In January 2020, UWM began planning for COVID-19 with the activation of several preparedness teams. In February, UWM activated its Crisis Management Team, led by Vice Chancellor for Finance and Administrative Affairs Robin Van Harpen and me, in partnership with UWM Police Chief Joe LeMire and Dr. Julie Bonner, the campus health officer. In March, the unthinkable happened: classes and services went virtual and students were sent home from the residence halls.

By summer, Student Affairs staff were furloughed, and student employees were dismissed. The remaining staff worked to support the physical, mental, and financial needs of students. In addition, many Student Affairs staff took on additional roles in the Emergency Operations Committee (EOC).

While we did not have a chance to catch our breath to look back at 2019-2020 until 2021, we still felt it important to document:

- The extraordinary amount of effort to support the health and well-being of our students, through COVID-testing, isolation and quarantine logistics, and care provided by our colleagues in the Norris Health Center, the Dean of Students Office, University Housing, and Retail Services.
- Mental health support provided by our colleagues in University Counseling Services.
- COVID-related planning and response within the Children's Learning Center so that families, children, and staff members are well cared for.
- The incredibly creative ways staff within the Centers for Advocacy and Engagement, Student Involvement, Union Marketing University Recreation, University Housing, Health Promotion and Wellness, and the Center for Community-Based Learning, Leadership & Research have engaged and supported students through events, resources, learning experiences, and ongoing outreach.
- The countless logistical and planning hurdles overcome by our colleagues in Athletics, Student Affairs IT, Union Operations Human Resources, financial staff, and our facilities teams throughout the division.

This report captures as much data, thoughts, and images as we could during such a turbulent time. For those external to the Division of Student Affairs, this report provides insight into the remarkable work that was undertaken by our staff. For those staff whose work this report reflects, I hope that you will feel the pride in our work that I feel.

Our COVID-19 experiences did not stop with Summer 2020; however, that story will continue in the 2020-2021 annual report.

Kelly Haag
Vice Chancellor for Student Affairs
December 2021



Division of Student Affairs

Alignment¹

*“Sometimes I have to remind myself that for about 2/3 of the 2019-2020 school year, things were business as usual”
--Barbara Wilson, Dean of Students Office*

Collaborative Partnerships

Developing and implementing strong partnerships with the community is a key part of the Alignment Divisional priority. In Fall 2019, UWM students from the [Panther Response Team](#) were able to help two local communities. In Door County, the PRT worked with Habitat for Humanity for 3 days of building, coupled with outdoor adventuring. The team of students contributed 55 hours to a home build. Also in Fall 2019, flooding in Oconto County led the PRT to partner with Serve Wisconsin and Team Rubicon, a non-profit organization founded by military veterans, on flood relief efforts where they contributed 48 hours.

In Spring 2020, the Panther Response Team was able to assist with COVID-19 pandemic relief in a limited capacity because there was a travel ban for the campus, which included local use of the department van. Students, faculty, and staff were able to do a few activities in the spring and summer, including mask-making and check-in calls and letters to isolated older adults. In spring and summer, 1,400 masks were made for the Milwaukee community by UWM volunteers (as part of the United Way's Mask Up MKE Campaign).

In response to the changing educational landscape caused by the COVID-19 pandemic, a collaborative of universities including St. Norbert College, UW-Oshkosh, Ripon College, UW-Stevens Point, UW-Green Bay, Lawrence University, UW-Milwaukee, and University of North Georgia implemented online tutoring services for K12 students across the state of Wisconsin and beyond during the spring of 2020. Using this model, CCBLLR built a pilot virtual tutoring program (VTP) during summer and fall 2020 and is working to implement an expanded, long-term program which can operate beyond the pandemic. The number of tutors in Spring 2020 was 43 and in Summer 2020 was 21.

In 2019-2020 the Union Cinema highlighted films and film series to enrich student learning while partnering with academic and community colleagues and others across campus. Longstanding collaborations and over 20 partnerships during the 2019-20 school year included the Women's Resource Center, LGBTQ+ Resource Center, UWM Center for Jewish Studies, School of Freshwater Sciences, and others, including the strong partnership with the Department of Film, Video, Animation and New Genres each week for Experimental Tuesdays.

Communications

“The in-person relationships with co-workers had to be adjusted to on-line relationships. Due to the Covid response, many department system and process changes had to be quickly made.” --Craig Hesel, SAITS

Going virtual meant the teams needed to learn new ways to communicate each other and with students. Once the pandemic hit, teams needed to find new ways to collaborate. For example, staff served in various ways on the EOC and EOC subgroups and other campus pandemic response groups, such as the Community Support and Impact group. Union Marketing supported campus efforts to create and deploy a protective behaviors campaign both in the weeks leading up to the campus closure and in the fall once campus reopened (two very different campaigns.) SAITS worked with University Relations to create/maintain online processes for campus COVID-related communications. SAITS also created and maintained an environment to allow remote use of applications and troubleshoot problems as the campus community suddenly needed to do their work off-site.

A system needed to be developed to call anyone who might have been exposed to COVID-19. Rachael Amick, Area Coordinator-Academic & Community Engagement for University Housing, remarked, “So much collaboration went into this process to support our process, and it was awesome to see campus partners step up to the task (and out of their comfort zone) and everyone's flexibility watching the process evolve with the changing COVID-19 climate.”

¹ Collaborate effectively, both within the Division and University-wide, to identify, implement, measure, and communicate efforts that align with UWM directions and priorities

[The Children's Learning Center](#) was forced to shut down during the pandemic and then find a way to reopen safely months later. Cheryl Zylka, Associate Director of the Children's Learning Center, reported, "The gratitude of the families for the service of this organization and the communication they received during the pandemic was powerful."

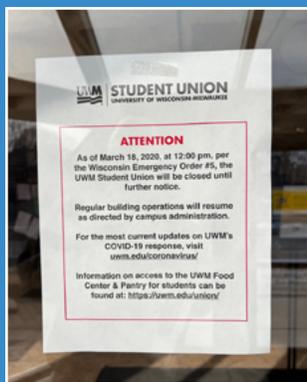
The Office of Health Promotion and Wellness (HPW) Instagram Account (@nhc_hpw) was created on April 14th. As of June 30th, with the help of student staff, the account shared 32 original posts and gained 99 followers. Other UWM accounts, such as UREC, UWM Post, and the College of Nursing, have routinely re-posted HPW content.

#BeWellUWM Social Media campaign: HPW supported the creation and sharing of 10 wellbeing-focused posts, partnering with University Recreation. From May 5th-14th one tip was shared each day on Instagram and Twitter.

Infrastructure: Technology, Facilities, and Operations

"Personally (and with many other Union staff) my work became very different - as a member of the Emergency Operations Center (and co-lead of an EOC sub group), my work became focused on helping the campus plan for reopening and then actualizing those plans through the work of the Building Preparedness and Operations EOC sub group." --Rick Thomas

In January 2019, the UWM Union Operations team finalized implementation of a new electronic door counting system to track building utilization by patrons. Before the Union closed in March 2020, February 10-27 traffic fluctuated between 17,392 and 19,188 patrons Mondays through Thursdays (the highest traffic days). On March 18, the Union closed.



With the shift to a virtual environment in March, the Business Office worked closely to bring students traveling back home safely at the outset of the pandemic and then work through dozens of executed contracts to save UWM and student organizations thousands of dollars. In addition to this complicated financial support, staff helped student groups move in-person events into virtual settings, transition their organizations from graduating student leaders to continuing officers, and supported online meetings and officer elections. Lessons learned early in the pandemic, along with getting quick input from students on their needs, would lead to a great deal of work done over the summer of 2020 to help student organizations during the 20-21 academic year.

In March 2020, there were 3,169 students living in the residence halls. Buildings were closed and students were sent home. The 1,010 students in Cambridge and RiverView needed to be moved out in a week. Administrators needed to pack up 87 rooms because students lived out of state and could not return immediately for their belongings. Beth Lobner, Assistant Director of University Housing, describes the changes that occurred in the residence halls with little notice:

"Our halls became quiet as student were forced to move off campus in March of 2020. With the help of campus Environmental Services and University Housing we closed and "flipped" (meaning we cleaned two whole residence halls top to bottom) in a week because it was believed that those halls would be needed by the National Guard.





Another photo shows how much student belongings were packed up from the residence halls rooms in that week because students were unable to come and pick it up due to COVID travel restrictions. We took up a whole area at USRB with student belongings on pallets.

COVID has had many ripple effects on how we do our work here. It forced Housing to create significant coordination with very little time to develop both a communication and move out process when COVID hit in March 2020. Change in how we develop our communities and support students and staff. Much of our work, which is humanistic at the core, turned remote. Programming became more grab/go style or virtual. We worked hard to still maintain humanistic connections in the safest manner possible. Our "boots on ground" custodial, facilities and res life team had new "uniforms"—we had to switch gears and think about wearing PPE, distancing and cleaning in a way to protect the community at a new level. With this came some fear, hesitancy, anxiety, stress and burn out.

Supervisors had to learn how to manage remotely. Staff had to learn how to navigate communication flow at an entirely new speed (e-mail, Teams chat, Teams calls.) The work never has stopped! Even as campus went remote, our doors remained open because we have always had students living on campus. Work roles shifted as priorities changed. Staff worked both in the moment, while had to be anticipating the next unknown or change in the master plan. A prime example of this was having professional staff work the desks 24/7 during the summer when we did not have students working for us."

Equity and Justice²

"While there were so many difficult parts and we'll never return to what used to be normal, 2020 challenged us to grow quickly and reimagine how we can serve students who are not right in front of us, many of which never were. We've learned to consider one another as full humans, with families, pets, and roommates and that community can exist outside of a building and across a computer screen."--Sarah Edmondson, Dean of Students Office

[The Lesbian, Gay, Bisexual, Transgender, Queer Plus \(LGBTQ+\) Resource Center](#) recorded 934 unique students between September 2019-March 2020. In terms of students who entered the Center, there were 1,506 visits during the fall semester (up from 1,454 in Fall '18) and 1,083 visits in spring before March 13th and the Union.

Coordinated by the [Women's Resource Center](#), Sexual Assault Awareness Month (SAAM) is a campaign to raise public awareness about sexual violence and educate communities on how to prevent it. The UWM community has a longstanding history of coming together during the month of April to support survivors, speak out against rape culture, and raise awareness of systemic issues that allow sexual assault to persist so predominantly in our society. The original on-campus calendar had over 20 programs coordinated throughout the month of April. Due to campus closures and COVID-19, many of the events were able to be moved virtually.

² Integrate and infuse equity, anti-racism and justice concepts within Student Affairs to cultivate a sense of belonging and establish a culture of respect for BIPOC students and marginalized identities, people, and communities



Sexual Assault Awareness Month cont.

- Roughly 70 students, faculty, and staff participated in the programs, including the Letter-Writing Campaign, Survivor Support Yoga, Bringing in the Bystander (Bystander Intervention Trainings), and the Denim Day United Against Violence Resource Fair.
- [The Women's Resource Center](#) created a landing page for [SAAM](#).
- The SAAM calendar and various SAAM events were promoted through the Virtual Student Union Canvas site (The Denim Day Anti-Violence Resource Fair also occurred in the VSU).
- The WRC and LGBTQ+RC partnered to host a virtual screening of Visionary StoryLab's *GRRRL Justice* and a panel discussion afterwards with Jennifer Williams from Diverse & Resilient, Santera Michels from Black & Pink, Milwaukee, and Annika Leonard from Priceless Incite. There were 22 attendees who watched the short film and engaged in discussion on prison abolition, intersections of race, and gender identity in the criminal punishment system.
- Throughout April the WRC hosted social media campaigns that folks could participate in on their own time, while also sharing information about sexual assault and gender-based violence.

During Fall 2019 Sociocultural programming continued its expanded LatinX Heritage Month programming. Specifically, Placita was added, a mercado-style event that brought ten LatinX vendors to campus and showcased music, food, and multiple campus departments. Partnerships for LatinX Heritage Month programming continued to grow and included the Campus Activities Board, Center for Latin American and Caribbean Studies, Department of Spanish and Portuguese, Lubar Entrepreneurship Center, Manfred Olsen Planetarium, The Military and Veterans Resource Center, Roberto Hernández Center, Studio Arts & Craft Centre, UWM Libraries, and the Women's Resource Center.

Sociocultural Programming pivoted to virtual programs during the second half of the Spring 2020 semester. Programs included a virtual watch party of *American Son*, virtual Lyrical Sanctuary hosted on Facebook, a haiku challenge, blackout poetry, and climate justice awareness social media content. The Distinguished Lecture Series on Athletes in Activism, which included contributions from 15 campus partners, was cancelled due to the pandemic.

The [Inclusive Excellence Center](#) is home to the Lawton Undergraduate Minority Retention Grant Program and U1.0, a program designed to engage with and support first-generation students at UWM and its branch campuses.

During the pandemic, several Lawton program requirements were temporarily waived to accommodate students (the number of enrolled credits were lowered from 12 to 6), which slightly increased the percentage of students completing the program requirements to remain eligible for fall 2020. The Fall 2019 cohort had 1037 students, and the Spring 2020 cohort had 844 students. The Lawton Program goal was successful with a 93% persistence rate for fall 2019 (76 students [7%] failed to complete program requirements and were dropped from the program), and a 95% persistence rate for spring 2020 (40 students [5%] failed to complete program requirements and were dropped from the program).

Many of the U1.0 programs were cancelled or moved online, which negatively impacted program participations. In a regular year, spring semester would have the highest participation numbers as most of our large programs are scheduled for spring. For Fall 2019, the total program participation was 213; For Spring 2020, the total program participation was 119.

Student Learning³

"I am proud of the fact that my student staff members have done so well adapting to the new environment and that we had minimal COVID exposure and infections in our immediate department. Everyone really pitched in and stepped up to the plate to make things happen and keep our operations running as smoothly as possible all while maintaining enhanced safety protocols. I'm so happy together we are doing so well in our operation at UWM!" --Michelle Talhami, University Housing

[The Center for Community-Based Learning, Leadership, and Research](#) partnered with Academic Affairs to provide Academic Service-Learning. There were 25 UWM departments which had courses with a service-learning component tracked through PAWS in Fall 2019 or Spring 2020. There were 115 class sections in 73 courses with a service-learning component in the 2019-20 academic year. In Fall 2019, the number of service-learning hours was 21,768 ([See annual assessment report](#)).

In Fall 2019, [University Housing](#) was able to continue the trend of tracking the GPAs and retention rates for off-campus new freshmen, residence hall residents not in a [Living Learning Community](#), and students in a Living Learning Community. Students in the Living Learning Communities continued to have higher metrics than their peers.

Cohort	Category	GPA	Retention
Fall 2016	Off Campus New Freshmen	2.72	70.9%
	ResHall Residents, Not in LLC	2.95	72.5%
	LLCs	3.19	84.9%
Fall 2017	Off Campus New Freshmen	2.68	68.3%
	ResHall Residents, Not in LLC	3.01	70.3%
	LLCs	3.24	86.2%
Fall 2018	Off Campus New Freshmen	2.69	68.8%
	ResHall Residents, Not in LLC	3.05	75.2%
	LLCs	3.33	86.2%
Fall 2019	Off Campus New Freshmen	2.71	70.8%
	ResHall Residents, Not in LLC	3.06	74.3%
	LLCs	3.19	79.4%

During the pandemic, while nearly all students who worked on campus suddenly lost their jobs, [The Center for Community-Based Learning, Leadership, and Research](#) (CCBLLR) was able to pivot quickly to offer virtual Community Leader Internship Program (CLIP) positions through online tutoring of K12 kids and through non-profit partners who were able to continue internships virtually. Forty student interns were paid for 4,614 hours of work in the community, totaling \$47,450 in student wages through the CCBLLR at local non-profits and public schools.

During the spring 2020 semester, Panther student-athletes earned a department GPA of 3.421. Several hours of community service were also performed by our student-athletes, with the Athletics Community service winners of men's basketball having 14.9 hours/student-athlete and women's basketball with 14.6 hours/student-athlete.

³ Develop and implement experiences and strategies that keep our work centered on transformational student learning

Health and Well-being⁴

Healthy Habits

Six [Campus Connect Suicide Prevention Training](#) sessions were held from July 1st, 2019 through May 15th, 2020. During this time, 28 faculty members, staff, and students were trained as Gatekeepers. Two Booster sessions were held, training nine faculty members, staff, and students. Post-training survey responses indicate that completing the training increased participant awareness and ability to respond appropriately to a student in crisis. For example, 77% (up from 65% in 2019) of participants reported that they strongly agreed that they felt better equipped to assist a distressed student in accessing appropriate resources and 81% (up from 71.7% in 2019) strongly agreed they felt more prepared to asking someone about suicide, as a result of attending Campus Connect.

[Student Connect](#) programming for the 2019-2020 academic year included 16 sessions. During this time, 372 students participated in the training. This is consistent with participation numbers from 1208-2019. Open sessions participation improved slightly with the support of extra credit allowed for attendance from a number of Fall 2019 courses. All Peer Mentors completed the training, as did members of the Athletics' Mental Health Advocate Group and NURS 203 students.

The HPW Mental Health Outreach team (student staff) organized two campus-wide events. The Let's Chalk About Mental Health event (October 2019) provided the opportunity to share information about campus mental health resources with 159 (148% increase from 2018 event) students while also creating a resiliency- focused chalk mural in Spaight's Plaza. This event was supported by community partner Insomnia Cookies.

The Mental Health Outreach team participated in the following events:

- Safety Week Fair (52)
- Multi-cultural Center Open House (42)
- Panther Pause (created resiliency mural) (54)
- Campus Cares – Crafting for Self Care (34)
- Three Fall 2019 Outreach Tabling Events (44)

***Planned Spring 2020 on-campus events were canceled.**

- Additional outreach efforts included 24 workshops/presentations.

Alcohol and Other Drugs

Approximately 4,300 students and staff took part in Health Promotion & Wellness programs with a focus on [alcohol and/or other drug](#) abuse prevention.

- 293 students enrolled in BASICS Level I and 42 students enrolled in BASICS Level II for a total 335 students enrolled in BASICS. This marks a 5% and 50% increase in enrollment, respectively, for BASICS I and BASICS II from the previous reporting period.
- 973 participants attended 24 training, presentation, and program events from August 20, 2019-April 29, 2020.
- During the 2019-20 academic year, 4,730 freshmen and transfer students under the age of 21 at all campuses were enrolled in Alcohol Wise, an evidence-based online alcohol education program.
- Of those enrolled, 63% completed Part 1. Students who attend branch campuses and transfer students were less likely to complete Part 1 (37% and 55%, respectively). Among all students who completed Part 1, 49% completed Part 2, a brief follow-up session administered in October.

⁴ Emphasize a campus culture engaged in a holistic health model that leverages physical, mental, spiritual, occupational, social, intellectual and emotional well-being

Violence Prevention

Since April 2019, the [Violence Prevention Program](#) has worked in collaboration with the full Health Promotion and Wellness Department to provide prevention programming, education and awareness for University of Wisconsin-Milwaukee students and staff. Approximately 4,000 students and campus staff took part in Violence Prevention Programming in collaboration with the full [Health Promotion and Wellness Department](#) in a multitude of strategic engagement efforts for The University of Wisconsin-Milwaukee.

Peer Health Educators

Prior to March 18th, the [Peer Health Educators](#) participated in 68 events having direct or indirect educational contact with approximately 4,326 individuals. Numerous PHE programs scheduled from March 18th until the end of the semester had to be cancelled or done virtually. Between the dates of August 21st, 2019 and March 11th, 2020, the Peer Health Educators at the University of Wisconsin-Milwaukee were asked to record their interactions with other students, faculty, staff, community members, friends, and family when their conversation or actions pertained to the Peer Health Educator Program. Peers recorded 2,546 interactions in the 44 different categories over 23 weeks of recording, an average of 110 interactions per week.

You @ UWM

After completing the product review project, [YOU@UWM](#) was successfully acquired in January 2020 through a simplified bid process. A UWM Tech Ed grant secured funding for the first year of implementation. In February, a campus-wide launch team planned a soft roll out for late April with a fully coordinated launch planned for Summer/Fall 2020. With the anticipation of the COVID-19 campus closure, the group pivoted to provide student access to the portal as soon as possible.

YOU@UWM launched on April 3rd, providing students with digital access to student success and well-being information along with campus resources that were still accessible. In late spring and early summer, additional resources were onboarded into the portal to provide a comprehensive directory of UWM, UWM-Waukesha, and UW-Washington County campus resources. Plans were also made for a digital marketing plan and minimal on-campus marketing, focused on the Union and Housing. Resources information sessions were also planned for staff to support YOU@UWM integration into student support and instructional spaces. During the pilot study timeframe (April 3, 2020-May 1, 2021), 1,091 accounts were created: 952 for students and 139 for faculty/staff.

VirtUal REC

In Spring 2020, the Klotsche Center and Pavilion was forced to close. However, [University Recreation \(UREC\)](#) had the goal of keeping students engaged during a period of isolation.

From March 17-May 24, 2020, UREC offered virtual Group X Classes, Intramural eSports, Outdoor Pursuits Workshops, Run with Rec Virtual Run/Walk, and UW-Milwaukee Strava Club. Over 51 hours of video content was produced, and over 600 hours of video were viewed. There were 203,182 views on Facebook, and daily engaged users were up 253% from pre-COVID19.

Twenty-six Outdoor Pursuits Workshops were hosted on Facebook Live & Blackboard, and a sample of topics included "How to Get Outside During the Pandemic" and "Home DIY Bike Repairs." There were 522 registrations for workshops, 136 participants in Live Sessions, and 7,286 unique viewers of recordings.



Dean of Students Office

The number of total reports to the Student Support Team (SST), a multi-unit team that provides support and guidance in matters where students experience personal, financial, or emotional distress, including mental health challenges, increased from 265 reports in 2018-2019 to 401 reports in 2019-2020. The number of consultations and complaints handled by the DOS increased from 163 in 2018-2019 to 327 in 2019-2020. DOS Office handled 1,436 Emergency Grant applications from March 2020-August 2020. Please see the most recent [annual report](#) summary for additional information.

The Medical Side of the Pandemic

Student Health teams were hit especially hard during the Pandemic. Dr. Aamir Siddiqi stated, "We had to add tele-medicine to our method of service provision in order to serve our students. We have incorporated this mode of service provision and will continue to provide it after the pandemic. It allowed us to reach out to a much broader student base and fulfill their needs. It was very well received." There were 9,617 total medical visits to Norris Health Center from September 2019 to June 2020.

Senior Student Health Nurse Karen Krueger reported, "The focus of the work at the Norris Health Center changed to providing care with a focus on COVID-19. We had to learn about this novel disease, educate ourselves on best practices, develop testing processes, develop a care model that included Telehealth visits and implement safety protocols. Through this we had a deep concern for the health and safety of our students and the campus community."

Senior Clinical Nurse Specialist Ellen Buggy noted, "At Norris Health Center, we continued to work, adapt and innovate as the pandemic evolved. Overnight we were given cameras and headsets and a short Teams tutorial in order to do patient telehealth visits. Many of us were still on campus after March 2020. We planned for Covid testing outside, first with a tent and then with a trailer. Our nursing staff worked tirelessly to provide testing for the students. Our lab learned new equipment and endured many long and difficult days. Our front desk answered thousands of calls from worried students and parents. Our providers continued to give in person and telehealth care and assist the nurses with testing. Our administrative staff spent 5 months at the Union Ballroom supervising the antigen testing site."

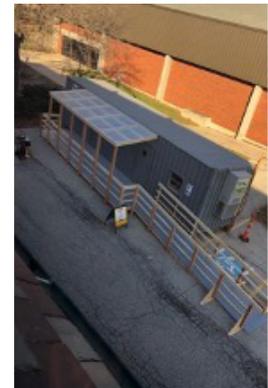


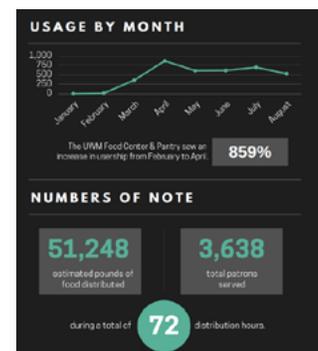
Photo: trailer where COVID-19 PCR testing was conducted outside the Norris Health Center.

Basic Needs

"Inclusive environment inventory, Wifi hotspots, laptop checkouts, robust emergency grants, oh my! I recall several days of working all hours to implement new programs and systems to support students in need. This year, I feel like the campus was listening. It was so great to see. It was motivating. I'm excited because I think many of these efforts will stay." --Becky Freer, Dean of Student Office

Food Center & Pantry

The Food Center & Pantry operations and usership increased dramatically in the Spring of 2020 (see below). During this time, the Food Pantry was part of the Union (it has since moved to the Dean of Students Office). A group of full time and student staff quickly invented a curbside pick-up model, implemented it, and maintained it through the summer.



DELL Laptop Loaner Program

Dell Laptop loaner program - in collaboration with the Dean of Students (and Campus Development who secured the loan of laptops from Dell), the Union created a program to put laptops in the hands of students who lacked adequate technology to participate in remote learning. 100 Dell laptops were handed out in spring and the program continued through summer and fall semesters (with additional sourced UWM computers being added to the inventory.)

Student Connection to UWM⁵

Our work went from being campus-based, and planning for small and large student gatherings to foster community building, connection, and inclusion to working almost fully remote. We had little to no face-to-face interaction with students but were still tasked with providing our students space to connect and feel a part of this campus. We had to be creative in our programming and build new ways to connect with students.

We had our first fully virtual social justice leadership development workshop series, which resulted in 18 consistent students attending almost all 6 weeks and being very engaged. We continued to provide a safe space for artists and performers in our virtual Lyrical Sanctuary. And we increased our followers on all of our social media platforms significantly. Although we were complete virtual, we were able to host programs that had over 10,000 reaches on our social media platforms. --Nanis Rodriguez, the Sociocultural Program Coordinator for Student Involvement

During Fall Welcome, [Student Involvement](#) hosts signature events, many in partnership with colleagues in the Division of Student Affairs and across campus. In Fall 2019, at least 2,392 unique students participated in Student Involvement programs, with over 13,856 student points of engagement during Fall Welcome and an additional 1,819 attendees at [UREC](#) (University Recreation) events and 2,015 attendees at [University Housing](#) events.⁶

Of the students surveyed about the Fall Welcome Program, the following agreed or strongly agreed with the following statements:

- 93% felt like they make the right choice of selecting UWM
- 89% felt more connected to UWM
- 79% met new people they believed they may become friends with
- 76% of first-year students reported going to a FW event instead of going home

66% of first-year students reported going to a FW event instead of going to a party. One student shared, "I was never homesick while I was here. It definitely made moving to a new place much easier because I didn't have time to be homesick..." Another noted, "I was able to see different resources available to me. I realized that each office welcomes almost anybody".

In Fall 2019, Pantherfest, UWM's largest campus tradition, hosted 5,253 attendees and featured Kesha. The event is co-planned and implemented with UWM students and professional staff and built around a model that is designed to help students develop knowledge and skills related to large-scale event planning including logistics, safety, and patron experience. Data from the post-event survey included:

- 91% of respondents reported that Pantherfest met their expectations.
- 89% of respondents reported that Pantherfest was excellent or good.
- 71% of first-year respondents felt more welcomed to UWM because of attending.
- 61% of respondents reported feeling more Panther Pride after attending.
- 56% of first-year respondents met new people and future friends because of Pantherfest.
- 52% of first-year respondents felt more connected to UWM because of Pantherfest.

⁵ Identify and implement experiences and strategies to create an environment where students would say, "I belong in the UWM community"

⁶ This data does not include programs where students were not "swiped" into events because of logistical challenges and therefore is an undercount of student participation numbers.

The [Campus Activities Board](#) held events throughout the year by adapting to only virtual events in March 2020. Rachael Schaser noted, “Nearly every aspect of my role was impacted due to COVID, but the essence of what I did stayed the same. For instance, as the Advisor for the Campus Activities Board, we continued to host weekly events but shifted our offerings to be virtual, hybrid or take-and-make/grab-and-go products. I am particularly proud of how much SI’s social media has taken off. We are at about 1,500 followers on Instagram and 1,500 on Facebook. For CAB, I am extremely proud with how we have been able to completely pivot our offerings to adapt to a virtual/hybrid environment. Even when everything shut down last semester, we were still able to finish the year out strong with an event participation increase over 11%.”

The three arts-focused areas of Union Student Involvement are staffed by graduate and undergraduate paraprofessional staff, providing students with important work experience in their fields as they prepare for careers working as museum and gallery professionals, film programmers and projectionists, art instructors and more. In the Union Art Gallery, two student exhibitions in 2019-2020 highlighted the work of 116 student artists and included 14 student art talks. The First Year Exhibition was postponed until summer 2020 and served as our inaugural virtual exhibition for 88 student works. In Fall of 2019, a partnership with the FOCUS Photography student organization and the Peck School of the Arts brought an exhibition of nationally recognized photographers to the gallery during the Society of Photographic Educators Midwest Conference.