



**DIVISION OF  
STUDENT AFFAIRS**

# **ANNUAL REPORT**

**2020-2021**



Division of Student Affairs

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# PREFACE FROM VICE CHANCELLOR



We started 2020-2021 during the COVID-19 pandemic and that shaped much of our work for the year.

At the end of the previous academic year (2019-2020), students were sent home from the residence halls, and classes and services went virtual. Many Student Affairs staff were furloughed, and many student employees were dismissed. The remaining staff worked to support the needs of students, often while dealing with their own hardships created by the pandemic.

As Fall 2020 approached, UWM decided to push instruction mostly online for Fall 2020. However, buildings reopened, and residence halls welcomed students with testing requirements and procedures in place for isolating students who tested positive. For those on campus, face masks and testing were required. Changes had to be made to policies and procedures after Thanksgiving due to a surge in cases.

The role that Student Affairs played in the health and safety of students and staff cannot be overstated. In addition to surveillance testing and eventually coordinating vaccine clinics, contact tracing required hours of staff calling students to let them know they were in contact with someone who tested positive. Norris Health was testing and treating students, and those who tested positive were asked to contact the Dean of Students Office. SAITS coordinated COVID data collection and reporting.

During this whirlwind, the Division of Student Affairs also needed to plan for its future. The [2020-2023 Strategic Plan](#) was launched in October 2020 and focused the Division around five priorities: Alignment, Equity and Justice, Student Learning, Health and Well-Being, and Student Connection to UWM. In July 2021, [ten divisional committees](#) were launched to specifically advance the activities outlined in the Strategic Plan. More information on the work of these committees will follow in the 2021-2022 Annual Report.

This report captures the work during this “in between” time, when there was a mixture of remote work as well as staff who remained on campus. Regardless of location, teams came together with innovative ways to support our students. Information for this report comes from assessment reflections, the monthly Division of Student Affairs Newsletter, and other reporting functions from the various units of the Division.

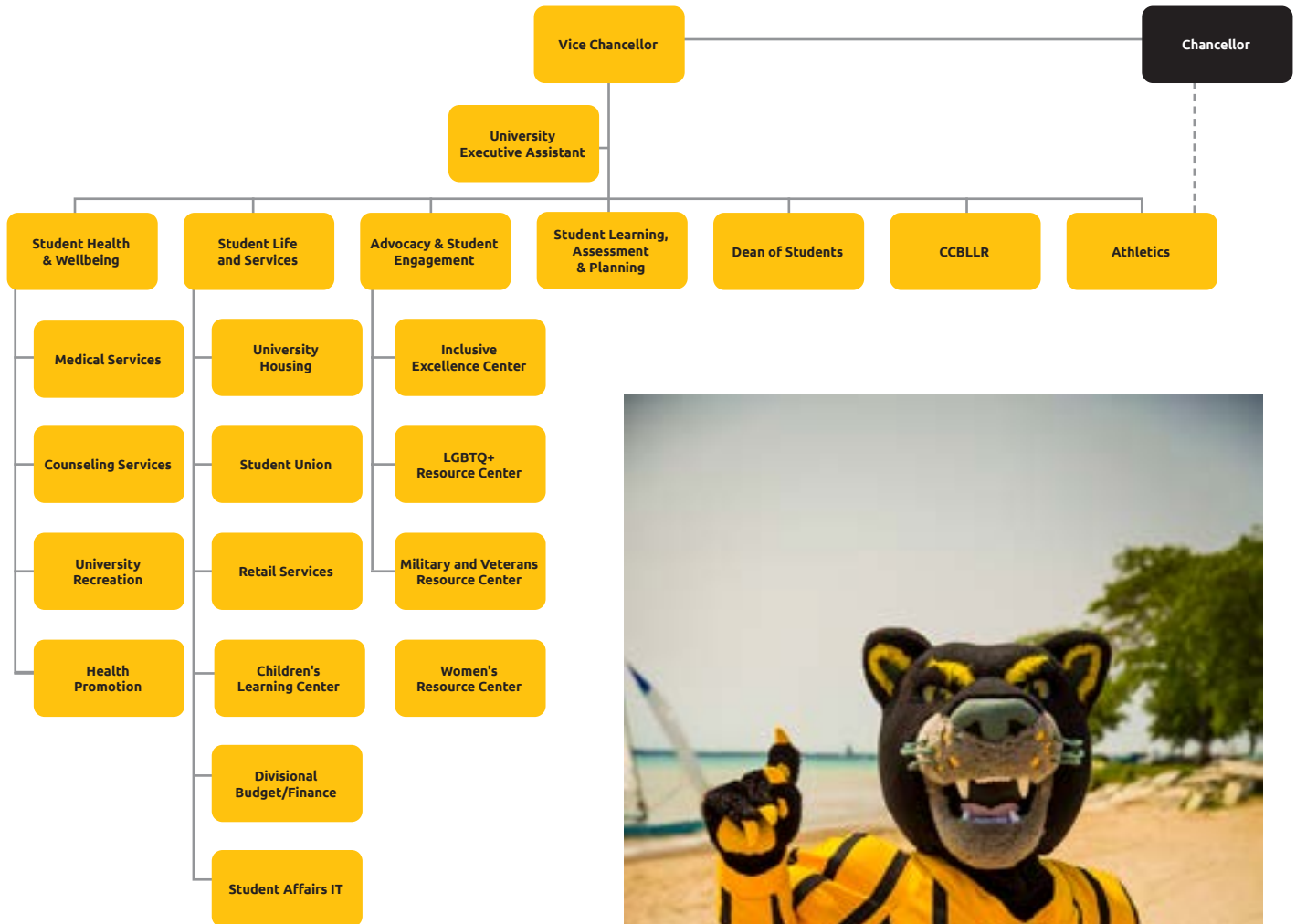
**Kelly Haag**  
*Vice Chancellor for Student Affairs*  
January 2023



Division of Student Affairs

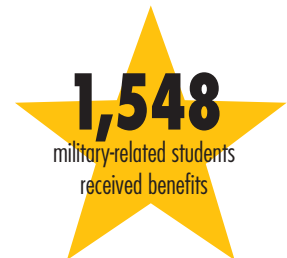
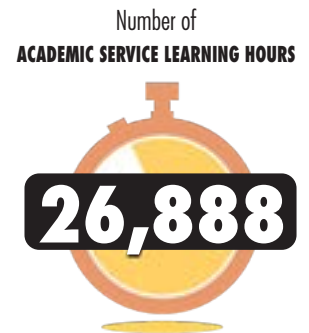
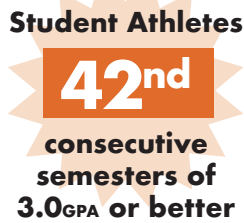
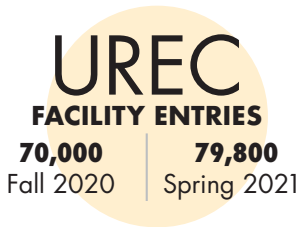
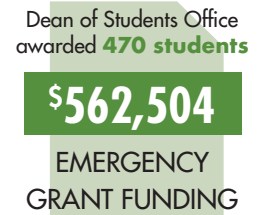
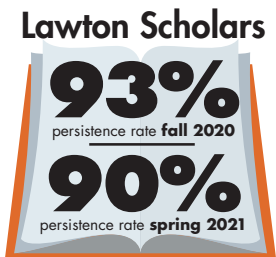
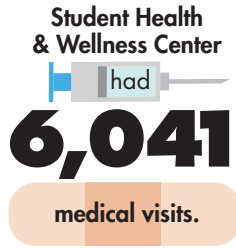
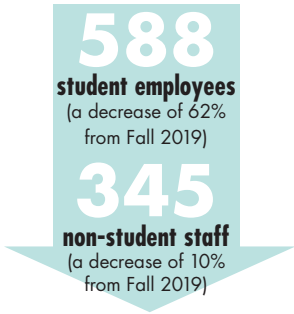
# DIVISION OF STUDENT AFFAIRS

## ORGANIZATIONAL CHART



# QUICK FACTS

## 2020-2021



Division of Student Affairs

# STUDENT AFFAIRS STRATEGIC PLAN: GUIDING PRIORITIES AND PROGRESS 2020-2021

The Strategic Planning process was launched in March 2018. Input was gathered at several points, including from five workgroups that had representation from 18 different Student Affairs units and with student involvement. Nearly 100 different individuals were involved in various stages of planning. The [final draft](#) was delayed by the pandemic but ultimately released in October 2020.

The Student Affairs Leadership Team reviewed the 15 strategic initiatives and developed ten committees to complete plan activities (See Appendix A). This committee structure was presented to staff in April 2021. In May 2021, Vice Chancellor Kelly Haag invited all staff to complete a survey indicating interest in serving on committees. 67 staff members (23% of the Division) responded to the request.

The following pages detail the work toward the initiatives that was completed in 2020-2021. Originally intended to be a three-year strategic plan (2020-2023), the plan may be extended to 2024 due to the ongoing effects of COVID-19 on divisional work and staff time. The plan outlines five priorities (Alignment, Equity and Justice, Student Learning, Health and Well-being, and Student Connection to UWM). These priorities were further broken down into 15 initiatives.

It is important to remember that 2020-2021 was not a typical year in many respects: most classes, programs, and services were virtual. The total number of student employees, who are vital to the work that Student Affairs does, was down 62% (from 1,542 student staff in Fall 2019 to 590 student staff in Fall 2020).





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

Initiative	Status	Results
1: Examine and report how Student Affairs efforts support student success and retention	In progress	<ul style="list-style-type: none"> <li>• Work is underway to relaunch a formal documented assessment process for all units to capture additional student success data. Due to a surge in COVID cases in Fall 2020, only nine of 16 units began using the new assessment templates.</li> <li>• Service-learning freshmen to sophomore retention rates were higher (78.1%) than the rates of non-service learners (74.2%).</li> <li>• The retention rates of off campus new freshmen was 67.4%. The retention rates of students in the Residence Halls were higher for those not in a Living Learning Community (82.2%) and even higher for those participating in an LLC (83.8%).</li> <li>• 93% (917/987) of our Lawton scholars completed their program requirements and/or graduated in Fall 2020, and 90% (767/850) completed their program requirements and/or graduated in the spring 2021.</li> </ul>
2: Identify, articulate, and implement impactful collaborative partnerships within the Division, across UWM and in the community	In progress	<ul style="list-style-type: none"> <li>• CCBLLR sought to maintain connections as well as collect input from community partners through in-depth interviews (conducted every 3-5 years).</li> <li>• During the 18 months when COVID-19 shut much of the campus down, CCBLLR held three community partner townhall meetings with UWM's partners in Milwaukee's non-profit sector.</li> <li>• Several hours of community service were also performed by our student-athletes: the Athletics Community service winners were the volleyball team with 0.7 hours/student-athlete, which was particularly impressive given the restrictions of the pandemic.</li> <li>• 10 divisional committees were formed in July 2021 to complete strategic plan activities and increase collaboration across units within Student Affairs.</li> </ul>
3. Develop a plan to communicate the Division's student impact	Not Started	<ul style="list-style-type: none"> <li>• Initial drafts for annual reports were created in 2020-2021; however, this would not be completed until 2022.</li> </ul>
4. Provide technology, financial, and human resources expertise needed to support students and Student Affairs staff	In Progress	<ul style="list-style-type: none"> <li>• The largest event spaces in the Union were converted into medical testing and vaccination areas for large portions of the 2020-2021 academic year. The events production, custodial and mechanical services staff ensured the highest protocols for safety and hygiene in and around these spaces.</li> <li>• SAITS continued to lead large-scale, campus-wide IT projects. There was also increased monitoring and compliance-related functions related to COVID.</li> </ul>



**Priority 2: Equity and Justice. 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**

Initiative	Status	Results
5. Create spaces, opportunities, services, and programming that celebrate the diverse identities of UWM students	In progress	<ul style="list-style-type: none"> <li>In Fall 2020, Student Affairs staff participated in creating the <a href="#">2030 Action plan</a> to advance student success and fulfill UWM’s mission. A key component of this work were recommendations for “creating a radically welcoming institution” (see pages 14-88 in the <a href="#">2030 Implementation Team Report</a>).</li> </ul>
6. Create more equitable and inclusive practices that reflect our commitment to anti-racism, justice, inclusion, and sense of belonging	In progress	<ul style="list-style-type: none"> <li>Director of Advocacy and Engagement was hired.</li> <li>Student Affairs administered the UW System’s Climate Assessment Survey (<a href="#">Campus Climate Initiative (wisconsin.edu)</a>). The survey was sent to 16,535 UWM students, and 1,175 students responded for a response rate of 7.1%.</li> </ul>
7. Implement the Inclusive Environment Inventory to evaluate unit-level physical environment, processes, and practices, and set goals to enhance equitable outcomes and services for students	In Progress	<ul style="list-style-type: none"> <li>The Inclusive Environment Team developed a process and timeline to guide units through the inventory.</li> <li>The following units have engaged in the process thus far: Center for Community-Based Learning, Leadership, and Research (CCBLLR); Student Involvement; Military and Veterans Resource Center (MAVRC); Inclusive Excellence Center (IEC); Lesbian, Gay, Bisexual, Transgender, Queer Plus Resource Center (LGBTQ+RC); Women’s Resource Center (WRC); and Dean of Students Office (DOS).</li> <li>For more information, see <a href="#">Inclusive Environment Initiative - Dean of Students (uwm.edu)</a></li> </ul>
8. Work with HR and hiring managers to have more reflective representation of staff	On Hold	<ul style="list-style-type: none"> <li>Human Resources was restructured so that staff who were once embedded within Student Affairs are now part of a Shared Services Organization. This initiative will now be executed at the institutional level rather than at the divisional level.</li> </ul>



**Priority 3: Student Learning. Develop and implement experiences and strategies that keep our work centered on transformational student learning**

Initiative	Status	Results
9. Provide a range of opportunities for skill development and transformational learning	In progress	<ul style="list-style-type: none"> <li>• There were 68 course sections out of 19 different academic departments with a service-learning component. This translated into 1,717 students engaging in 26,888 hours of academic service learning, supported by six staff and approximately 25 instructors.</li> <li>• During the spring 2021 semester, Panther student-athletes earned a departmental GPA of 3.376. This marks the 42nd consecutive semester that Athletics has recorded a GPA of 3.0 or better, as well as the 13th straight with a 3.20 GPA or higher; 171 student-athletes were placed on the Horizon League Spring 2021 Academic Honor Roll.</li> <li>• Living Learning Community members had a GPA of 3.12.</li> </ul>
10. Adopt and implement a division-wide approach to incorporate reflection on skills growth into student employment, internships and graduate assistantships	Not started	<ul style="list-style-type: none"> <li>• UWM conducted instruction mostly online for 2020-2021 and some supporting services were remote. The number of student staff fell from 1,542 student staff in Fall 2019 to 590 student staff in Fall 2020.</li> </ul>
11. Develop infrastructure and resources to support student learning in a manner that is aligned with Academic Affairs and is in support of institutional Experiential Learning efforts	In progress	<ul style="list-style-type: none"> <li>• The report <i>Assessment in the Division of Student Affairs</i> (April 2021) was created to capture the history of assessment documentation efforts in the Division and outline a roadmap for moving forward. It was also designed to clarify confusion within Student Affairs regarding learning outcomes and what was needed for Academic Affairs.</li> <li>• The Student Affairs Assessment webpages include charts to better explain types of assessment and suggestions for connecting the UW System Shared Learning Goals with Student Affairs Outcomes: see <a href="https://uwm.edu/saassessment/unit-level-assessment/">https://uwm.edu/saassessment/unit-level-assessment/</a>.</li> <li>• The Director of Student Learning, Assessment and Planning met regularly with the Assessment Coordinator from Academic Affairs.</li> </ul>



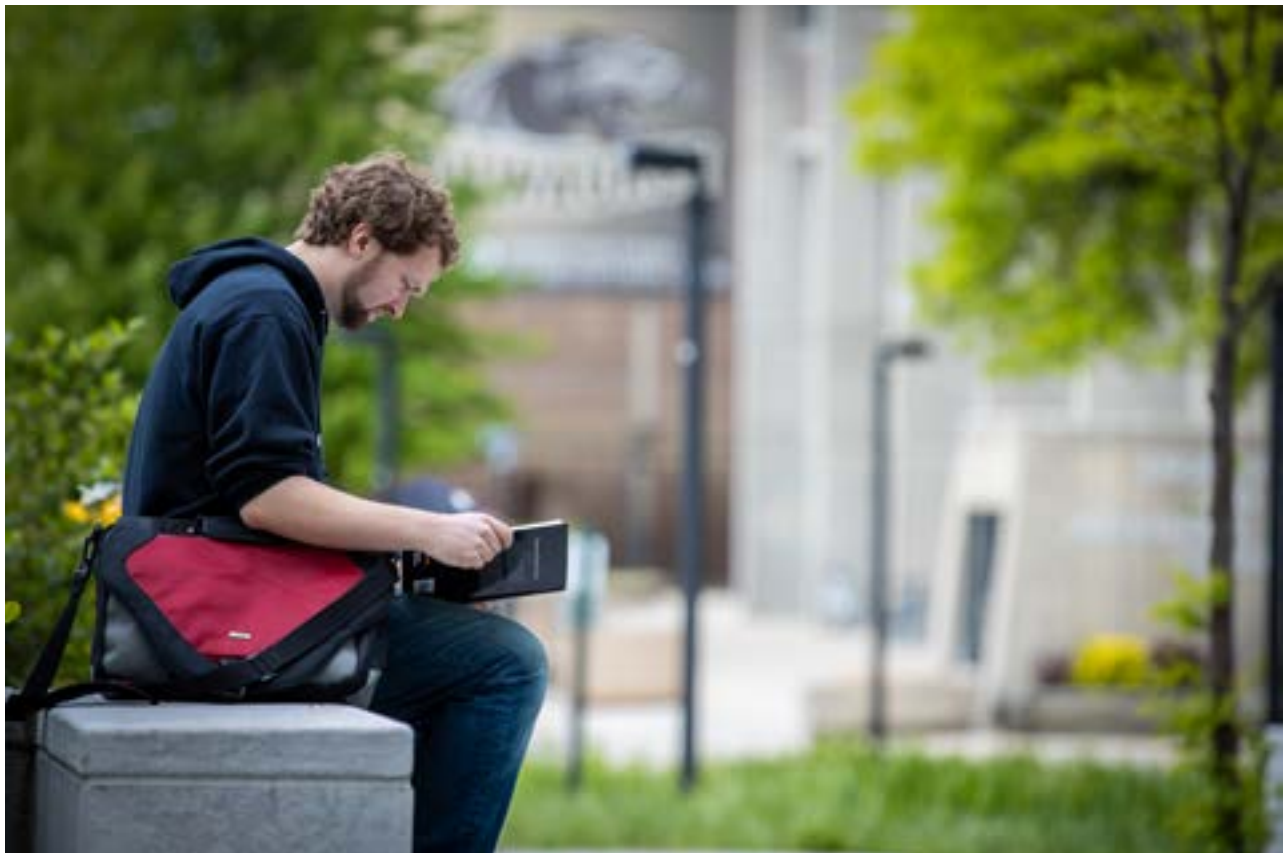


**Priority 4: Health and Well-being. Emphasize a campus culture engaged in a holistic health model that leverages physical, mental, spiritual, occupational, social, intellectual and emotional well-being**

Initiative	Status	Results
12. Provide fundamental services (basic needs) to students, especially those in crisis	In Progress	<ul style="list-style-type: none"> <li>• In 2020-2021, the Dean of Students Office processed 1,439 emergency grant applications and awarded \$562,504 in emergency grant funding to 470 students with significant needs; this is a 63% increase in awarded funds since 2018-2019.</li> <li>• 141 students were loaned laptops to support their academic success.</li> <li>• 71 Wi-Fi hotspots were loaned to students in need.</li> <li>• There were 3,826 visits to the UWM Food Center and Pantry.</li> <li>• DOS managed contact-tracing activities and complaints of student conduct with COVID-19 Health and Safety policy compliance.</li> </ul>
13. Improve access to high-quality health and well-being resources that are respectful and responsive to the needs of a diverse student body	In Progress	<ul style="list-style-type: none"> <li>• There were 6,041 total medical visits.</li> <li>• University Counseling Services saw 1,052 unique clients.</li> <li>• Despite UWM remaining mostly virtual, UREC had over 70,000 facility entries in fall and over 79,800 facility entries in spring.</li> </ul>

**Priority 5: Student Connection to UWM. Identify and implement experiences and strategies to create an environment where students would say, “I belong in the UWM community.”**

Initiative	Status	Results
14. Build authentic relationships so that students feel that they belong	In progress	<p>In Fall 2020, 1,548 military-related students received benefits on the three campuses. Despite a decreasing general student population, UWM’s military population has a steady increase of students receiving benefits. Through work with the Veterans Advisory Council, MAVRC has helped UWM move from Military Friendly School “Bronze” to “Silver” status.</p> <p>The Strategic Plan encourages “student affairs staff to be flexible and proactive to meet student needs” and this can be exemplified in the many ways staff worked to assist students in a virtual environment (see Department Summaries below).</p>
15. Develop pathways of student engagement from point of entry through graduation	In progress	<ul style="list-style-type: none"> <li>• Executive Director of Student Life and Services was hired.</li> <li>• In Fall 2020, members of Student Affairs participated in multiple teams to create the <a href="#">2030 Action plan</a> to advance student success and fulfill UWM’s mission. A key component of this work was recommendations for “creating a unique, coordinated, student-centric, UWM experience” (see pages 112-120 in the <a href="#">2030 Implementation Team Report</a>).</li> <li>• Staff worked creatively to keep students engaged even in a virtual environment (see Department Summaries below).</li> </ul>



# DEPARTMENT SUMMARIES



## Athletics

In Spring 2021, Panther student-athletes earned a department GPA of 3.376, the 42nd consecutive semester that our department recorded a GPA of 3.0 or better and the 13th straight with a 3.20 GPA or higher. Despite COVID-19, several teams had great success as Horizon League Runners-Up (Men's Indoor Track & Field, Men's Outdoor Track & Field, Women's Outdoor Track and Field, Baseball) and Champions (Women's Cross Country, Men's Soccer, and Women's Soccer). Men's and Women's Basketball advanced to the semi-finals of the Horizon League Tournament, and the Women had a first-round win at WNIT. The design of the Klotsche Annex was completed, with a goal to be operational by the fall of 2022.

For more information about the Path to Prominence: Strategic Plan-2019-2024, please see [Milwaukee Athletics](#).

## Center for Community-Based Learning, Leadership and Research (CCBLLR)

Despite the need for virtual services and remote work in 2020-2021, there were 68 course sections out of 19 different academic departments with a service-learning component. This translated into 1,717 students engaging in 26,888 hours of academic service learning, supported by six staff and approximately 25 instructors.

Although COVID-19 impacted academic service learning, CCBLLR found innovative ways to continue their work in 2020-2021. Over 350 people served as virtual tutors in the newly created Virtual Tutoring Program. Additionally, CCBLLR adapted to more environmental work, such as the new Adopt-a-River initiative in partnership with Milwaukee Riverkeeper. Students from the Lubar School of Business and the Conservation and Environmental Sciences Department participated in weekly large-scale volunteer efforts that kept the three portions of the Milwaukee River protected from debris on the banks.

The CCBLLR Office tracked a total of 33,050 hours of community service in 2020-2021. This included Academic Service-Learning, the Community Leaders Internship Program, the Panther Response Team, events at The Hunger Task Force at Feeding America, and our Adopt-A-River Program. According to Independence Sector, the estimated value of a volunteer hour in 2020 was \$28.54. This brings the value of this service that was tracked to \$943,247.

For more information, please see the [CCBLLR annual reports](#).

## Children's Learning Center (CLC)

The CLC reopened on August 10, 2020, at about 30% of capacity and was around 50% of capacity for the entire academic year, adjusting operations and programming to accommodate symptomatic absences, positive cases, and classroom closures. New arrival and departure rituals to support children and families saying goodbye at the classroom door were established, as parents were not allowed into classroom spaces and two-year-old students had to be convinced to wear masks.

The CLC were unable to provide typical opportunities to UWM students (field work, observations, research, projects, etc.) or participate in campus partnerships (speech/language therapy, physical therapy, classroom events). The CLC supported the Early Childhood Education School of Education students by providing virtual field experiences. Student staff said that coming to work was the highlight of their campus experience in the midst of virtual learning.

The Center celebrated the 50th Anniversary of the Week of the Young Child (April 2021) and received NAEYC reaccreditation with a score of 100%.

## Dean of Students (DOS)

In 2020-2021, the Dean of Students Office handled 1,439 emergency grant applications and awarded \$562,504 in emergency grant funding to 470 students with significant needs; a 63% increase in awarded funds just since 2018-2019. DOS also loaned 71 Wi-Fi hotspots and 141 laptops to students in need. The UWM Food Center & Pantry, which is run by DOS, had 3,826 visits. In addition, DOS managed contact-tracing activities and COVID-19 Health and Safety policy compliance. DOS experienced a dramatic uptick in mental health challenges among students, partially due to pandemic-related stress and distress.

The Office continued to manage complex student conduct matters, including those relating to discrimination, sexual harassment, and sexual misconduct. DOS further helped support Student Association as it advocated for students through and during the 2020-2021 reporting period.

In 2020, DOS received a grant funded by the Bill & Melinda Gates Foundation through The Hope Center at Temple University. The grant was to administer a national survey to UWM students regarding Basic Needs Insecurity (BNI) during the pandemic. 4,599 UWM students participated in the survey, but it is important to note that the most vulnerable and needy students may not have completed it because of lack of access to technology, not being enrolled, and/or focusing on class work or other basic needs. 55% of UWM survey respondents experienced at least one BNI defined as experiencing at least one of the following: food insecurity within 30 days before the survey, or housing insecurity or homelessness in the year before the survey.

For more detailed information, please see the most recent [DOS annual report](#).

## Health Promotion and Wellness

In Spring 2021, Health Promotion and Wellness administered the American College Health Association- National College Health Assessment III (ACHA-NCHA), a national research survey organized by the American College Health Association (ACHA) to assist college health service providers, health educators, counselors, and administrators in collecting data about their students' habits and behaviors on the most prevalent health topics. There was a response rate of 6.93%.

A pilot evaluation was also conducted of the You@UWM digital portal that was launched in 2020. In April 2021, a quantitative survey was distributed directly to student groups including Active Minds, Student Housing, SHAC, Athletics, Student Association, and Peer Mentors. The survey was also sent by email to all current YOU@UWM accounts. Two focus groups were held during the first week of April 2021 via Microsoft Teams to gather students' feedback on the YOU@UWM website. Both quantitative and qualitative data indicate that students using the YOU@UWM portal learned about campus resources. 75% of survey participants reported increased awareness of campus resources, and focus group participants mentioned the portal's inclusion of campus resources to be beneficial.

## Inclusive Excellence Center (IEC)

The IEC used Microsoft Teams, Zoom, Canvas, email, and Facebook to communicate, host events, and remain engaged with our students during the 2020-2021 academic year. (Prior to the COVID-19 pandemic, the only online/virtual platforms the IEC utilized were Canvas, email, and Facebook.) Online events and training allowed the IEC to reach a broader audience as it provided easier access and removed barriers for those who could not physically be on campus.

93% (917/987) of the Lawton recipients completed their program requirements and/or graduated in fall 2020, and 90% (767/850) completed their program requirements and/or graduated in the spring 2021.

## Lesbian, Gay, Bisexual, Transgender, Queer Plus Resource Center (LGBTQ+RC)

The LGBTQ+RC succeeded in maintaining a student community in a completely virtual environment. Approximately 350 students and staff participated in its Discord community, virtual events, and educational workshops while campus community members engaged with social media posts. It is impossible to isolate the

data to just UWM students and staff, but average posts reached about 3,000-5,000 users each month, with 3,516 followers on Facebook, 1,003 on Twitter, and 987 on Instagram. One informational post was shared by a celebrity with 1.6 million followers; that post received over 41,482 likes.

Student experiences and this data show that providing a platform for virtual engagement is something that will be valuable in the years to come. The Center was able to create a larger community of UWM students than ever possible in its physical space. The

Center was also able to maintain some of its traditions in a virtual setting, such as our 2021 Lavender Graduation Ceremony. However, while more students were reached in 2020-2021, the Center understands the importance of in-person connection, community, and development. LGBTQ+RC hopes to integrate these digital platforms, especially Discord, as a way to connect to more students and engage them with in person spaces, events, and workshops.

## Military and Veterans Resource Center (MAVRC)

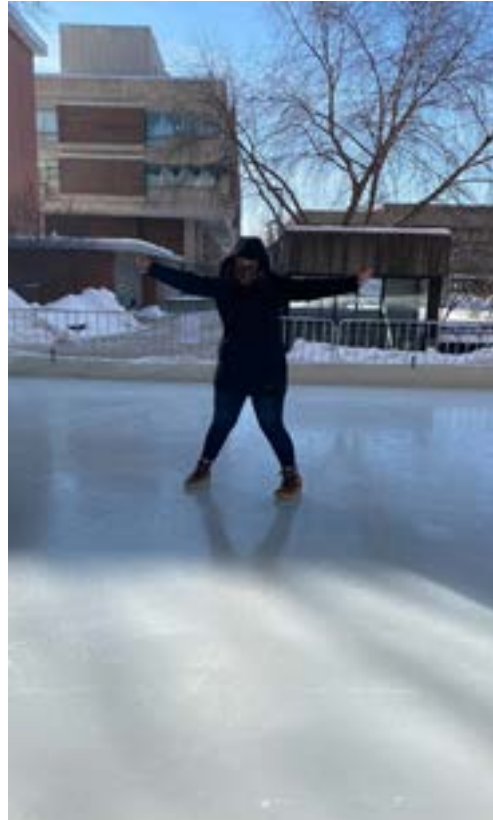
In Fall 2020, 1,548 military-related students received benefits on the three campuses. Despite a decreasing general student population, UWM's military population has a steady increase of students receiving benefits. MAVRC is developing a program to assist Admissions and Enrollment in recruiting military students across the state. Through work with the Veterans Advisory Council, MAVRC has helped UWM move from Military Friendly School "Bronze" to "Silver" status.

MAVRC's short-term goal of connecting with UWM students in the virtual environment through social media, email newsletters, and chat platforms was successful for the first few months.

But, as COVID restrictions continued, online activity dropped off and responses to print mailings and emails reduced significantly. MAVRC was not able to reach out to military units in the area due to government restrictions for COVID. The only major programming that took place in hybrid format was Project 22 MKE and graduation.

## Norris Medical

In 2020-2021, there were 6,041 total medical visits. Tele-medicine was added as a method of service provision and will be continued after the pandemic. It allowed outreach to a much broader student base, was very well received and fulfilled needs successfully. COVID testing was available for students at the health center "trailer" in the backlot. Norris medical hired student workers to assist with various tasks/jobs which we had not done in prior years. The hiring of student workers has been an asset to the clinic, and we will continue to utilize student workers moving forward.



## Retail Services

The Retail Services Department was able to provide a safe and healthy work environment for students, full-time staff and the public, successfully feeding clients with limited resources under COVID-19 health restrictions in place at the time. The number of Students/Staff Impacted by isolation or quarantine was 398 in fall 2020 and 137 in Spring 2021.

## Student Affairs/Enrollment Management IT

IT staff worked with campus administration and other departments to create an extensive COVID system used to collect data from Paws, HRS, COVID testing vendors, and other applications. The data was used to track COVID testing and compliance for anyone coming to campus, send weekly compliance emails to both students and employees, provide data for reporting to campus, UW-System, State of Wisconsin, and others, and various other needed reports determined by campus administration.

In addition to creating a robust COVID data collection program, SAITS also:

- Created an application to be used by Housing to manage COVID testing, compliance, and quarantine.
- Implemented the mobile ordering solution, GET, so people could order online and pick up food with little contact. Also used this system for residents who tested positive for COVID and were required to quarantine.
- Worked with various campus units to implement a communication workflow for University Relations and update workflows used within FA&A for things like Travel (TMEA), COVID-19 Testing Exception/Vaccine Reporting Form, Employee Return to Work Attestation Form and the campus-wide process to submit purchasing card statements.
- Expanded the use of remote desktop services, managed by SAITS, to campus labs and other campus departments to provide remote access to applications/desktops during the pandemic. This also gave people access to applications that were restricted to campus-use only.
- Other campus-level projects included supporting document imaging for campus and being the liaison with UW-Madison that runs our imaging environment for UWM. Also created and maintained a shared web application service for campus departments.

## Student Learning, Assessment and Planning

The Director of Student Learning, Assessment and Planning position, reporting directly to the Vice Chancellor of Student Affairs, was created, and filled in March 2020. As a result, the division's first [Strategic Plan](#), which was delayed by the pandemic, was ultimately published in October 2020. The first [Annual Report](#) (covering 2019-2020) was drafted in 2020-2021 and released in Spring 2022.

A new annual assessment template and assessment reflection

template were created as a replacement from the previous web form that units had been using. Due to a surge in COVID cases in Fall 2020, and the need to recover from staff furloughs and the dismissal of student employees, only nine of 16 units begin using the new templates in 2020-2021; other units were told to continue what assessment plans they have in place. A focus group was conducted in April 2021 to get feedback on the new process, and the Assessment Committee was relaunched in Summer 2021.

## Student Union

Many Student Union staff worked on, or lead, various Campus COVID teams, such as; the Building Preparedness and Readiness Team, Communications Team, Community Support and Impact, and the Special Requests Team.

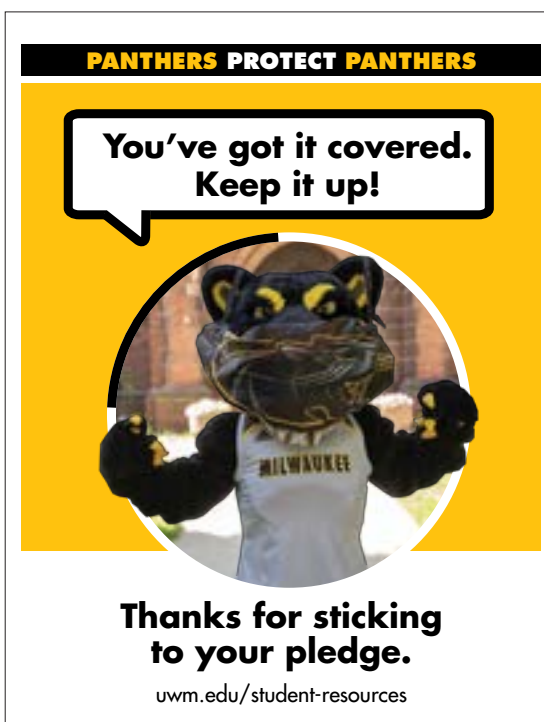
## Union Marketing

All order management, marketing strategy, and design/production work in 2020-2021 was completed by professional staff. Student copywriters and social media staff worked remotely, seamlessly supporting and echoing important campus messaging for our student body. Union Marketing also made significant contributions to multiple COVID initiatives and created several updated space usage

and behavioral management signs to help students navigate the new campus standards that appeared to change on a regular basis.

## Operations (Event Services, Custodial, and Mechanical Services)

Significant portions of their duties shifted to reconfigure a building whose core purpose is connecting people and building relationships into a space that was safe for patrons and diners to relax, study and eat at safe social distances. Due to the push to off-campus coursework, building traffic plummeted from 19,000-20,000 visitors per day to under 1,000 visitors daily. The largest event spaces in the Union were converted into medical testing and vaccination spaces for large portions of the academic year. This created significant pressure on the events production staff and the custodial and mechanical services staff to ensure the highest protocols for safety and hygiene.



## Student Involvement

In-person and virtual offerings were provided during the 2020-2021 academic year. Fall examples included in-person Fall Welcome programs, a Halloween-themed Dungeons and Dragons virtual event, and a close Partnership with Athletics to provide the UWM “Stay at HOMEcoming,” highlighted by an AJR Concert for UWM Students. Fraternity and sorority life at UWM hosted a



5-week Privilege Awakening program in collaboration with Just A Girl starting November 2020. In March 2021, the 8th Annual Geek Week returned, with virtual activities and take-home boxes of goodies for students. The Campus Activities Board hosted a hybrid Spring Comedy Show with Charlie Berens in May, and Grad Fest helped celebrate UWM’s 2021 graduates through a collective art exhibit, professional photo sessions at UWM’s most iconic locations, and a “Virtual Watch Party Kit-Creation” event.

## University Counseling Services (UCS)

Based on the campus’ change in operations, University Counseling Services met students virtually to promote safe practices for students and staff alike. In 2020-2021, UCS saw 1,052 unique clients, learned a great deal about telehealth, and how to reap the benefits of access that it created for students.

UCS has been developing closer liaison relationships with campus partners to increase connection, visibility, and accessibility to students in the virtual environment. Unique collaborations have already begun with Athletics, the Black Student Cultural Center, and University Housing.

## University Housing

Average occupancy for the 2020-21 academic year was 1,733 across all of University Housing, or 48% occupancy across all available beds. This is in comparison to an occupancy level of 3,389 (91.9%) for the 2019-2020 academic year prior to the COVID-19 shutdown and an average occupancy of 3,756 (88.3%) for the 2018-19 academic year. Total available beds were reduced by 567 during 2019-20 as well as a reduction of 646 available beds in 2020-21 due to renovations within the Sandburg Residence Halls.

Over the course of the 2020-21 academic school year, University Housing’s COVID-19 callers spent an average of 20-30 minutes per call with 1,026 residents, for a total of 428 hours of active phone conversations.

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. This last group 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%
Fall 2020	Off Campus New Freshmen	2.64	67.4%
	ResHall Residents, Not in LLC	3.10	82.2%
	LLCs	3.12	83.8%

## University Recreation (UREC)

Beginning March 2020, UREC had significant disruptions to the programs and services it was able to offer students. The programs that saw some of the most significant negative impacts included Outdoor Pursuits, Intramural Sports, and Sport Clubs, which were shut down for the entire year.

In 2020-2021, despite UWM remaining mostly virtual, UREC had over 70,000 facility entries in fall and over 79,800 in spring. In Fall 2020 Outdoor Pursuits had 730 participants, Group X had 45 virtual classes and 95 in-person classes with 710+ participants, and Intramural Sports had over 60 participants. In Spring 2021, Group X had 196 unique offerings with 1,490 participants that were in-person with COVID protocols in place.

## Women’s Resource Center (WRC)

WRC continued to advocate for woman-identified students and educate campus on intersectional feminism. Virtual engagement was prioritized during the pandemic. Most notably, our Instagram following grew from 960 followers in Fall 2020 to 1,058 followers in Spring 2021.

Despite the ongoing pandemic, the WRC hosted intersectional feminist events. In Fall 2020, The WRC hosted the Feminist Flea Market virtually. April’s Sexual Assault Awareness Month events had over 100 participants. The Center also hosted the Black Feminist Symposium, the Girls in Film Festival, a virtual feminist book club, the Women’s Achievement Awards, and Denim Day. In addition, students could pick up free menstrual products and safer sex supplies in the WRC space.

# APPENDIX A: COMMITTEE CROSSWALK TO DIVISIONAL INITIATIVES

Committee and Strategic Plan Crosswalk			
Committee	Purpose	Connection to Strategic Plan	Other Alignment
Assessment Committee	Coordinate assessment efforts at the unit and Division level and create a culture of continuous improvement	Responsible for Initiative 1, supports initiative 11, and supports the assessment of other initiatives	<ul style="list-style-type: none"> <li>• Strategic Direction “Outstanding Learning Environment,” specifically “improve retention and graduation rates.”</li> <li>• Accreditation documentation</li> </ul>
Campus Life Committee	Provide the entire student body with a vibrant campus life unique to UWM	Initiative 5 and Initiative 15	•2030 Implementation Team Report: Becoming a Student-Centric University and Driving Inclusion and Diversity
Celebration and Community Committee	Promote a sense of community among Student Affairs staff and formally recognize excellence and staff contributions	Supports morale of staff as well as initiatives that focus on breaking down silos and being inclusive	
Communications Committee	Communicate the role of Student Affairs and the UWM experience	Initiative 3 and supports Initiative 14	• Strategic Direction “Outstanding Learning Environment,” specifically “increase student awareness and use of support services.”
Engagement Committee	Develop strong and authentic relationships with students, staff, and community partners	Initiative 2 and Initiative 14	• 2030 Implementation Team Report: Becoming a Student-Centric University.
Equity and Justice	Integrate and infuse equity, anti-racism and justice concepts within the Division of Student Affairs	<ul style="list-style-type: none"> <li>• Climate Survey Work Group (activity in Initiative 6 and supports Initiative 5)</li> <li>• Inclusive Environment Work Group (Initiative 7 and supports initiative 6)</li> <li>• Inclusive Hiring Work Group (Initiative 8)</li> </ul>	<ul style="list-style-type: none"> <li>• The Chancellor’s Diversity, Equity and Inclusion Strategic Direction</li> <li>• 2030 Implementation Team Report: Becoming a Student-Centric University and Driving Inclusion and Diversity</li> <li>• Moon Shot for Equity</li> </ul>
Student Affairs Staff Development Committee	Provides professional development of Divisional employees	Supports staff development needed to complete activities in Strategic Plan	
Student Health and Wellbeing	Coordinate wrap-around services for students and help students develop healthy habits	Initiative 12 & 13	<ul style="list-style-type: none"> <li>• 2030 Implementation Team Report: Becoming a Student-Centric University and Driving Inclusion and Diversity</li> <li>• Moon Shot for Equity</li> <li>• #RealCollege</li> </ul>
Student Learning & Development Committee	Collaborates within Student Affairs to intentionally create and map opportunities for learning and development, and partners with other divisions to create a full UWM student learning experience	Initiatives 9, 10 & 11	<ul style="list-style-type: none"> <li>• 2030 Implementation Team Report: Becoming a Student-Centric University and Driving Inclusion and Diversity</li> <li>• Accreditation documentation</li> <li>• UWM GROW</li> <li>• Experiential Learning</li> </ul>
Technology, Facilities, and Operations	Provide space for all supportive professionals to innovate and share ideas & concerns	Initiative 4	



