

# Union Administration Annual Report



## ABSTRACT

Analysis of Departmental Core Objectives aligning with Division Strategic Objectives and the University of Utah Four Big Goals, plans for the future, staff excellence, anti-racism plan, and financial & utilization data.

2020-2021

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## **Report 1: Union Administration Overview**

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

### **Overview**

**A. Accomplishments** – The Union working group completed final reports and assessment for the new Student Union.

The Union Scholarship fund increased by \$371,907.85 from the previous year and awarded 3 new scholarships to student recipients.

**B. One University** – The Union partnered with various groups on campus to create new or expand existing scholarship opportunities. These include the Women’s Resource Center, Veteran Support Center, Dream Center, Graduate School, Alumni Association, and the Crimson Transfer Honor Society,

The Feed U Pantry expanded to the School of Medicine and continued to develop partnerships to increase its ongoing operations of providing service to food-insecure community members. The Feed U Pantry also partnered with the American Indian Resource Center and added a satellite location at University student apartments.

The Union Working Group Collaborated with various departments, schools, and colleges to create a diverse and inclusive vision for the new Union.

**C. Equity, Diversity, and Inclusion** – The Union has successfully continued to increase its scholarship fund to support refugee students and students from underrepresented communities. The Union has also strived to maintain a diverse and inclusive working environment for all faculty, students, and staff

**D. Impacts of COVID-19** – The Union continued to maintain COVID-19 guidelines at all times throughout the fiscal year including social distancing and mask mandates. Online events and meetings continued through the year until the

mask mandate and COVID-19 guidelines were lifted. This gave us the opportunity to create hybrid meeting spaces where those available to meet in person could while those joining online could also be included.

Due to COVID-19, the Union saw a drastic decrease in events and scheduling revenue. However, as of the end of the spring semester, nearly all events from prior years have returned for the upcoming year. With regards to custodial and maintenance, the Union has continued to implement regulations in accordance with University Facilities standards. We have maintained a steady supply of PPE for students, faculty and staff while also increasing routine cleaning performed by our custodial staff. This includes an increase in cleaning of high-contact areas and objects, restrooms, meeting spaces, and common areas. In addition, we switched to using high density filters in every air handler in accordance with COVID-19 protocols. All of the aforementioned procedures have continued to be a critical component of our daily operations even as we return to regular operating hours.

### **Union Core Objectives Overview**

#### **I. Build Community**

The union is a central gathering place for students, faculty, and staff. We are constantly striving to expand and diversify our services and programs to generate interest and appeal for an ever-changing campus community while maintaining a safe and healthy environment.

#### **II. Facility**

The Union facility consists of over 23 office spaces, 15 meeting rooms and serves as a social, entertainment and dining hub for the campus community. In prior years, the Union has scheduled and hosted over 8,000 reserved events and the Union Ballroom is the largest indoor venue of its kind on campus. In order to improve the aging facility, we began the construction of a new elevator on the West end of the building. In addition, the Union has added new Student Success Center office spaces in the Fall of 2020. These offices include the TRIO Program, Office for Diversity and Inclusion, and the Office for Inclusive Excellence.

### III. Navigation Strategies for Campus

The Union is the community center of campus as well as one of the busiest buildings on campus as it is highly utilized by students, faculty, staff, and the remainder of the campus community. The Union engages in a variety of methods of outreach including in-person interactions via the Services Desk and technologically through social media, texting, and a frequently updated website.

### IV. Leadership & Learning Opportunities

The Union offers a variety of learning and leadership development opportunities to students within our department and throughout campus. Some of these opportunities include student employment through the Services Desk, our Union Building Manager program, Reservation and Communication Specialist positions in the Union Administration Office, positions within Union Recreation, as well as positions in the Union Programming Council, and the Union Scholarship opportunities.

### V. Development

The Union, with the support of our community partners, continues to exceed our Union Scholarship fundraising goals and surpass our initial expectations established ten years ago. During the 2020-2021 fiscal year, we raised over \$370,000 for the Union Scholarship fund. We awarded scholarships to 51 students from a wide array of backgrounds and identities. The Union also hosted its second-ever *Strolling for Scholarships* event which served as a fundraiser for the Union Scholarship Fund. This event raised nearly \$2,800 which was only a slight decrease from last years' event. This is most likely due to the decrease in attendance as a direct result of COVID-19 restrictions.

### VI. Staff Excellence and Education

The Union encourages and provides many educational opportunities for its staff. All of our staff members hold positions in a variety of organizations and have presented at several conferences and workshops.

## **Report 2: Mission Statement, Role of the College Union, Departmental Core Objectives**

### **Mission Statement**

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

### **Role of the College Union**

Adopted by the Association's general membership in 1996, the following statement is based on the Role of the College Union statement, 1996 Association of College Unions International:

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

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

1. As the center of the college community life, the Union complements the academic experience through an extensive variety of cultural, educational social, and recreational programs. These programs provide the opportunity to balance course work and free time as cooperative factors in education
2. The Union is a student-centered organization that values participatory decision making. Through volunteerism, its boards, committees, and student employment, the Union offers firsthand experience in citizenship and educates students in leadership, social responsibly, and community values.

3. In all its processes, the Union encourages self-directed activity, giving maximum opportunity for self-realization and for growth in individual social competency and group effectiveness.

## **Union Core Objectives – Goals**

### **I. Build Community**

a. Maintain an open and welcoming environment that is inclusive to all members of the campus community (students, faculty, and staff). This goal aligns with the following Student Affairs objectives:

- 1. Develop students as a whole through cultivation of mind, body, and spirit**
- 2. Promote diversity on campus through effective programming and active recruitment of staff and students**
- 3. Partner with faculty, staff, and external constituencies to foster student development and enhance greater community**

- The Union Programming Council fostered new relationships this year by collaborating with many organizations including: ASUU, Sustainability Office, Hinkley Institute of Politics, LGBT Resource Center, Brazilian Club, Hillel for Utah, College of Education, ASU Programming Board, and the Black Cultural Center
- Continued weekly all staff meetings where building information, updates, and team building exercises were utilized. In addition, we had several campus partner guest speakers throughout the year to further our understanding of campus resources.
- After a drastic decrease in pedestrian traffic in the previous fiscal year, the Union has seen an increase in traffic in 2020-2021. Compared to the previous year, we have seen only a quarter of traffic come through the building. However, it is important to note that the Union was one of the few buildings open throughout the entirety of COVID-19 restrictions

b. Provide programming to students, via Union Programming Council, that is inclusive and meets the needs and interests of a diverse student population while maintaining a safe and healthy environment as per Student

Affairs Facilities COVID-19 Policy. This goal aligns with Student Affairs Objective 2 (See above).

- The Union Programming Council successfully hosted 53 virtual events during the academic year.

### **II. Facility**

a. Provide venues, rooms, offices, and space for our customers (students, staff, faculty, and community). This goal aligns with student affairs objective 3 (see above).

- The Union Services, recreation, and Gardner commons desks maintained policies that required implementations of COVID-19 restrictions and safety measures.
- The new elevator project began in late 2020 and is expected to be completed in October of 2021. With this addition, the Union expects to better facilitate the needs of its patrons with a more reliable and accessible elevator.
- The Union maintained and expanded building infrastructure to meet the needs of guests by creating monthly reservation reports to track events and facility usage. This was severely limited by COVID-19 and the number of reservations, events, and planning was reduced.
- The Basic Needs Collective (BNC) functions as a space for student interaction, community development, and a coordinated exchange of information in order to promote wellness as a key to student success. The Union is in the process of constructing the space which will support four separate offices, a reception area, and space for students to engage with their peers.

b. Maintain and expand equipment allowing us to remain competitive in meeting the needs of our customers. This goal aligns with Student Affairs Objective 3 (See above) and Objectives:

- 4. Provide, maintain, and utilize technology to enhance services, assessment, and communication**
- 5. Promote the effective use of the best practices in Student Affairs departments, programs, and services**

- The Union expanded its laptop inventory for customer use and replaced old systems with newer and better ones to maintain proper services to customers.
  - The Union also continues to constantly replace, and upgrade broken and outdated sound equipment making it possible to host events without contracting out for the same equipment.
  - The Union continued to upgrade display screens and projectors throughout the building.
  - All exterior doors to the Union were upgraded to be controlled by the CCURE system. This provides the building with additional safety and versatility.
- c. Increase sustainability in our day-to-day operations. This goal aligns with Student Affairs Objective 5 (See above).
- The Union continued to use green/natural drainage to keep the drains clear.
  - Continued to replace fluorescent light bulbs with energy saving and cost-effective LED lighting options.
  - The Union partnered with Campus Dining to increase recycled products in the Union food court

### III. Navigation Strategies for Campus

- a. Provide information, leading edge technology, and services to our customers (students, staff, and community). This goal aligns with Student Affairs Objective 4 (See above)
- The Union aimed to provide information and direction through a variety of mediums including the Union Services Desk and Gardner Commons Information Desk, the *Your Campus Life* publication, text programs, social media use, virtual programming, and the Union website.
  - Decreased the amount of time it takes to have questions answered in our online services desk chat and text features by adding multiple staff members to the service.
  - Maintained UTA bus schedules and offered information about the digital app for UTA to students and staff.
  - Despite the University closures due to COVID-19, the Union remained one of the few buildings on campus to remain open.

### IV. Leadership and Learning Opportunities

- a. Increase leadership opportunities to both students and staff. This goal aligns with Student Affairs Objectives 1, 2, 3, and 5 (See above).
- Out of 33 Freshman Ambassador Board members, 10 were hired to continue with the Programming Council for the 2021-2022 fiscal year.
  - Despite COVID-19 restrictions, the Union Board saw a record attendance count through an online format bringing together campus partners and student leaders.
- b. Promote Diversity Awareness. This goal aligns with Student Affairs Objective 5 (See above).
- Continued to support Utah Asia Campus board in the Union Programming Council.
  - Union Administration and Programming Council continued to partner with the Interfaith Student Group to further the information offered about the many cultural holidays in the Union Lobby.
- c. Mentoring role for our student employees, faculty, and staff. This goal aligns with Student Affairs Objective 1, 2, and 5 (See above).
- Trained students with the aim to empower them to make decisions while also maintaining a welcoming environment and an open-door policy for all student staff
  - Shared all leadership development and involvement opportunities across campus with students, faculty, and staff when appropriate.
- d. Role in leadership opportunities (student employees, UPC, and scholarships) This goal aligns with Student Affairs Objective 1, 2, and 5 (See above).
- Registered 15 faculty, students, and staff for this year's 2020 ACUI Region IV Virtual Conference. Despite this being a virtual event, we were able to send more members to attend. Out of the 15, 7 were UPC and student staff members.
  - Many students served on the Union Scholarship Celebration committee and sub-committees as well as the Union Board. Each UPC director has had an active voting role in the Union Board

process as well as maintaining their critical role as governing officers of the Board.

## V. Development

- a. Community Outreach. This goal aligns with Student Affairs Objective 5 (see above)
- Fundraising efforts continue to increase
  - The Union added three new scholarships to our scholarship fund. They include: the Union Scholarship for Future Alumni, Hamza Yaqoobi First Generation Union Scholarship, and Student Activism Scholarship.
  - The Union Scholarship Fund provides many scholarships to support underrepresented students. The scholarships are the American Indian Resource Center, Union Student Leader Scholarship, Maria Isabel Reyes Memorial Scholarship, and Dreamers Connecting our Community Scholarship.
  - Continued to focus on scholarship awards and collaborative opportunities that benefit traditionally underrepresented students from low SES backgrounds.
- b. Endowments. This goal aligns with Student Affairs Objective 5 (see above).
- The Union Scholarship Fund has maintained its \$100,000 quasi-endowment. We have begun to acquire interest on this endowment for over \$5,500 during the last fiscal year.
- c. Programming Support. This goal aligns with Student Affairs Objectives 3 and 5 (see above).
- Union Programming Council Development Board hosted fundraising programs that aided funding for the scholarship celebration and other donation events.
  - Several UPC events raised money that directly went towards the Union Scholarship fund. They include virtual movie screenings, *Scrunchies for Scholarships*, and ski pass opportunity drawings.
  - Continued to host *Strolling for Scholarships* event which raised \$2,800 for the Union Scholarship fund.
  - Completed the 11<sup>th</sup> edition of *Your Campus Life* publication. This year, the publication was published online only due to COVID-19 restrictions.

## VI. Staff Excellence and Education

- a. Support professional development for full time staff. This goal aligns with Student Affairs Objective 3 (See above)
- Tracked professional development and committee services achieved by all professional full time staff members.
  - Nearly all full time staff member served on a non-Union University committee.
  - Held weekly staff meetings with frequent professional development education from guest speakers and groups across campus.
  - Purchased campus wide registration for Regional and International Virtual ACUI Conferences for all student staff.

### Report 3: Retention & Graduation, Utilization Data, Digital Report

“Not everyone has a chance to go to college... I am really glad there are scholarships like these to help people like me get out of the cycle of poverty”  
– Nying San (*New American Scholarship*)

“To me it is life changing, it is the reason I can continue to do what I love... I can continue to keep learning.”  
– Alyssa Homan (*Union Music Service Scholar*)

“Scholarships that are given to students like me are super important... we deserve to be here; we are qualified to be in spaces like these. Scholarships give you the opportunity to better yourself and your community.”  
– Itzel Nava (*University Neighborhood Partners Scholar*)

### Retention and Graduation

#### I. Scholarships

- a. The Union Scholarship program gave out a variety of scholarships to over 49 students in 2020. These Scholarships include the Union Student Leader, Graduate School & Union Student Leader, American Indian Resource Center, Dreamers Connecting you Community

Union, Union High School 4-Year, Maria Reyes Memorial, Student Affairs Diversity Council, Union for Student Veteran Leadership, Our CASA Scholarship, and Union Employee Scholarship.

b. In 2021, the Union Scholarship program gave out scholarships to over 52 students. In addition to the ones given out in 2020, the following scholarships were added to this year's awards: Union Scholarship for Future Alumni, Hamza Yaqoobi First Generation Union Scholarship, and the Student Activism Scholarship.

## II. Graduation and Retention

a. The Union Scholarship Fund has awarded 198 scholarships to undergraduate and graduate students in the past ten years. Of those 198 scholarships, only four students did not complete their education, 106 students are currently enrolled in classes, and 88 students have graduated.

b. The majority of students currently enrolled in school are still in their student life cycle. Altogether, the Union Scholarship Fund has supported the graduation and retention of 98% of our scholarship recipients. Taking retention and graduation rates separately from these 198 students, there is a 96% graduation rate and a 98% retention rate. The remaining 2% accounts for the three students that have not completed their college education.

## Utilization Data

### I. Union Annual Events & Scheduling Information

a. Customer types are categorized into four letter identifiers. A represents student related events, B represents non-student University events, C represents Student/University with Fees, and D represents Off-Campus related events.

b. Table representing bookings and attendance numbers 2020:

Category	FY20	
	Bookings	Attendance
-		
A	553	14,966
B	1,428	36,755
C	119	8,055
D	30	87
<b>Yearly Total</b>	<b>2,163</b>	<b>59,870</b>

c. Table representing bookings and attendance numbers 2021

Category	FY21	
	Bookings	Attendance
-		
A	53	442
B	464	29,961
C	14	350
D	1	3
<b>Yearly Total</b>	<b>532</b>	<b>30,756</b>

d. Table representing difference in 2020 and 2021 booking and attendance numbers:

Category	Difference	
	Bookings	Attendance
-		
A	-500	-14,524
B	-964	-6,794
C	-105	-7,705
D	-29	-84
<b>Yearly Total</b>	<b>-1,557</b>	<b>-29,040</b>

e. Table representing booking type categories for 2020-2021

Fiscal Year	2020	2021
Meetings	2,477	211
Programs	1,104	332
Other	1,006	298
Testing	12	2
Classes	1,078	159
<b>TOTAL</b>	<b>5,677</b>	<b>1,002</b>

f. Table representing requests unable to accommodate.

	Requests	Potential Lost	Last Year Requests
Large	9	4500	112
Medium	11	660	172
Small	1	20	217



g. Although the Union maintains and provides reservations and requests for Gardner Commons, due to COVID-19 there were no reservations in Gardner Commons in the 2020-2021 fiscal year. Data for reservations and attendance has been excluded for this reason.

## II. Pedestrian Foot Traffic

a. The Union utilizes a monitoring system called SysTraf to monitor 5 major entrances of the building for pedestrian traffic counts. They are labeled as West, Northeast, Southeast, Main, and Crimson Commons. It is important to note that the system monitor labeled Crimson Commons refers to the West end facing doors that enter the Union Recreation facility.

b. Table for West end pedestrian traffic:

Date	West
July 2020	135
August 2020	3,582
September 2020	4,541
October 2020	2,925
November 2020	2,220
December 2020	787
January 2021	634
February 2021	97
March 2021	378
April 2021	234
May 2021	27
June 2021	31
<b>Total</b>	<b>15,591</b>

c. Table for Northeast pedestrian traffic:

Date	Northeast
July 2020	44
August 2020	101
September 2020	173
October 2020	127
November 2020	105
December 2020	61
January 2021	135
February 2021	179
March 2021	148
April 2021	199
May 2021	166
June 2021	227
<b>Total</b>	<b>1,665</b>

d. Table for Southeast pedestrian traffic:

Date	Southeast
July 2020	125
August 2020	4,083
September 2020	5,883
October 2020	3,395
November 2020	2,847
December 2020	644
January 2021	3,724
February 2021	5,560
March 2021	4,518
April 2021	5,897
May 2021	3,534
June 2021	5,830
<b>Total</b>	<b>46,040</b>

e. Table for Main entrance pedestrian traffic:

Date	Main Ent.
July 2020	6,085
August 2020	12,806
September 2020	12,869
October 2020	12,664
November 2020	10,225
December 2020	6,719
January 2021	10,840
February 2021	12,642
March 2021	13,416
April 2021	13,901
May 2021	8,362
June 2021	9,585
<b>Total</b>	<b>130,114</b>

f. Table for Union Recreation pedestrian traffic:

Date	Crimson
July 2020	553
August 2020	3,064
September 2020	2,617
October 2020	1,457
November 2020	1,136
December 2020	483
January 2021	1,351
February 2021	1,458
March 2021	1,794
April 2021	1,826
May 2021	1,273
June 2021	1,506
<b>Total</b>	<b>18,518</b>

g. Total pedestrian traffic for 2020-21:

Date	Total
July 2020	6,942
August 2020	23,636
September 2020	26,083
October 2020	20,568
November 2020	16,533
December 2020	8,694
January 2021	16,684
February 2021	19,936
March 2021	20,254
April 2021	22,057
May 2021	13,362
June 2021	17,179
<b>Total</b>	<b>211,928</b>

### III. Union Programming Council

a. Student Directors 2020-2021

Student Name	Board Director Position	Major
<i>Ben Chenot</i>	Executive Director	Biology
<i>Marcela Morales</i>	Arts & Special Events	Anthropology
<i>Sonia Sehgal</i>	Community Service	Biology
<i>Kyra Hirasuna</i>	Crimson Nights	Accounting and Gender Studies
<i>Ellie Runk</i>	Development	Psychology and Criminology
<i>Joe Nelson</i>	Freshman Ambassador Board	Finance
<i>Emily Huang</i>	Feed U Pantry	Biology
<i>Michael Judson</i>	Marketing	Political Science and Film & Media Arts
<i>Jiwoo Kim</i>	Utah Asia Campus	Communications

b. Crimson Night's Attendance has changed over the past two years primarily due to COVID-19. Rather than having four Crimson Nights per year, UPC is planning on have only two per year, one at the beginning of each semester. During the 2020-2021 fiscal year, UPC hosted one major virtual Crimson Nights with over 450 attendees via zoom. Attendance numbers for all UPC events in this fiscal year is included in the following section.

c. Union Programming Council – Activity Attendance 2020

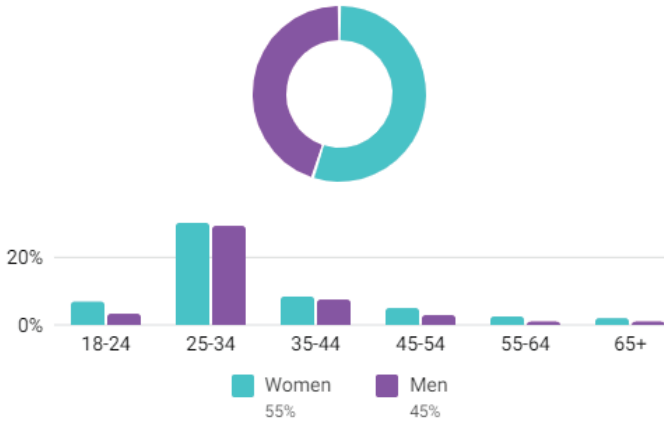
EVENT	ATT.	DATE
FIRST YEAR INVOLVEMENT PANEL	35	8/26/2020
CRIMSON NIGHTS	485	8/28/2020
FIRST YEAR INVOLVEMENT PANEL	2	9/2/2020
ZOOM COOKING HOUR	30	9/10/2020
ROAD HOME MOVE OUT KIT PROJECT	255	9/15/2020
LEGACY OF LOWELL (SITE PROJECT)	14	9/19/2020
BOB ROSS PAINT NIGHT	50	9/20/2020
ZOOM COOKING HOUR	30	9/24/2020
NICE TO MEET U	0	9/30/2020
VP TRIVIA NIGHT	52	10/1/2020
VP DEBATE WATCH PARTY	50	10/7/2020
ZOOM COOKING HOUR	30	10/15/2020
ZUMBA	26	10/19/2020
DIY MASK MAKING TO BENEFIT RESUE SALT LAKE	181	10/20/2020
NATIONAL COOKIE MONTH CELEBRATION	500	10/21/2020
ZOOM COOKING HOUR	30	10/22/2020
UNION AFTER DARK: MOVIE SCREENING & PANEL	50	10/26/2020
FAMILY FRIGHTFEST	300	10/29/2020
ZOOM COOKING HOUR	30	11/5/2020
ZOOM COOKING HOUR	14	11/13/2020
FIRE VS ICE BINGO	30	11/16/2020
UNION AFTER DARK: AMONG US	50	11/19/2020
ZOOM COOKING HOUR	9	11/19/2020
FINALS WELLNESS KITS	50	11/23/2020
FIRE VS ICE TRIVIA	302	11/28/2020

d. Union Programming Council – Activity Attendance 2021

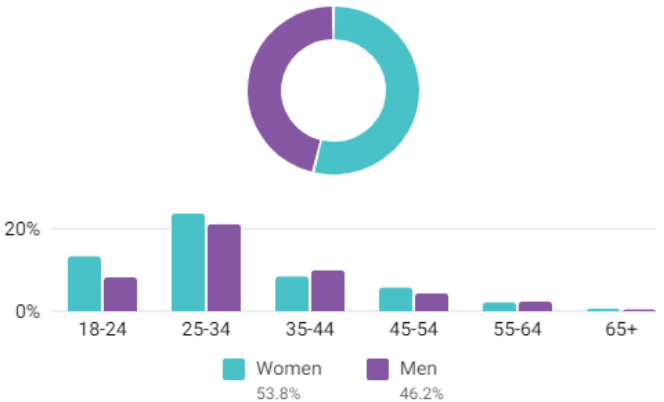
EVENT	ATT.	DATE
TOMMY CURRY GUEST SPEAKER	144	2/2/2021
VALEGRAMS	200	2/12/2021
WELLNESS KITS	50	2/15/2021
YOGA	17	2/15/2021
TAROT CARD READING	27	2/16/2021
GUIDED MEDITATION	18	2/17/2021
ZOOM COOKING HOUR	21	2/23/2021
WOMEN'S WEEK PARTICIPATION RAFFLE	5	3/12/2021
ZOOM COOKING HOUR	30	3/18/2021
PRIDE WEEK PAINT NIGHT	55	3/25/2021
MUG CAKE MADDNESS	135	3/26/2021
FAMILY SPRINGFEST	100	3/27/2021
ZOOM COOKING HOUR	30	3/31/2021
CRIMSON NIGHTS TRIVIA	33	4/6/2021
ZUMBA NIGHT	56	4/7/2021
TIE DYE KITS	100	4/8/2021
CRIMSON NIGHTS VIRTUAL MOVIE NIGHT	300	4/9/2021
ZOOM COOKING HOUR	20	4/15/2021
EARTH DAY SUCCULENT PLANTING	48	4/19/2021
VIRTUAL MOVIE SCREENING	14	4/24/2021
SPRING STARTER PACKS	100	4/26/2021
VIRTUAL ARTS SHOW	1000	11/16/20 - 11/20/20
LGBT POP UP SHOP	70	3/31 & 4/21/2021
STROLLING FOR SCHOLARSHIPS	35	4/16 - 4/30/21
STUDENT FILM FESTIVAL	150	4/19 - 4/23/21

**IV. Digital Media**

a. Union website and social media report – Facebook age and gender: impressions



b. Union website and social media report – Instagram age and gender: impressions



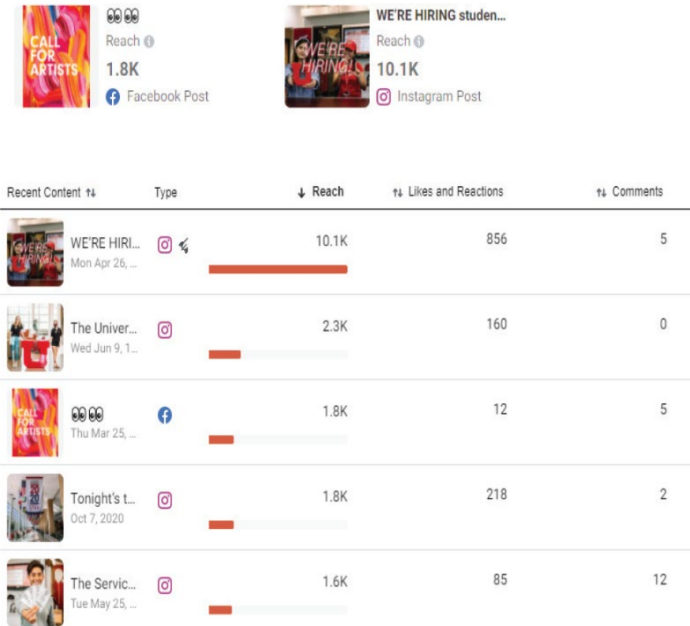
c. Union website and social media report – Facebook top cities: impressions



d. Union website and social media report – Instagram top cities: impressions

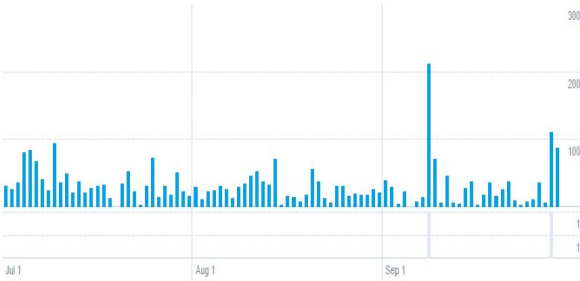


e. Union website and social media report – Instagram top performers: reach

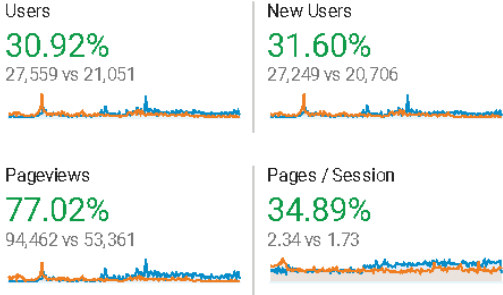


f. Union website and social media report – Twitter: Impressions July-September

Your Tweets earned 2.9K impressions over this 91 day period

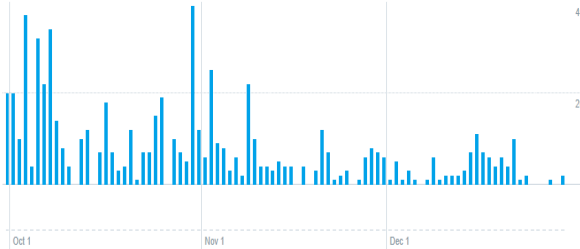


j. Union website and social media report-website analytics

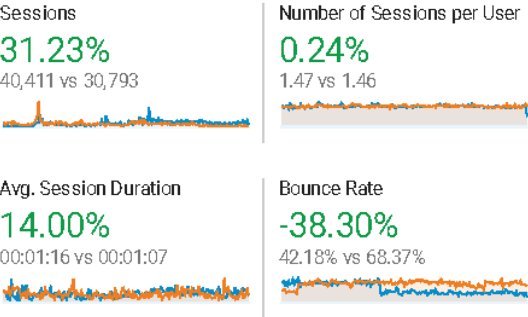


g. Union website and social media report – Twitter: Impressions September-December

Your Tweets earned 664 impressions over this 91 day period

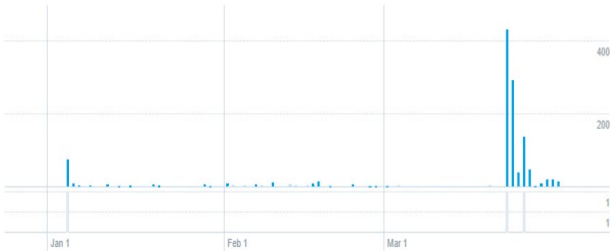


k. Union website and social media report-website analytics (cont.)



h. Union website and social media report – Twitter: Impressions December-March

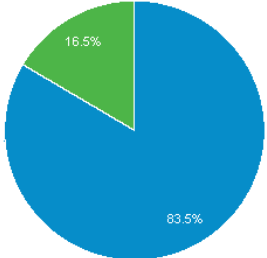
Your Tweets earned 1.4K impressions over this 92 day period



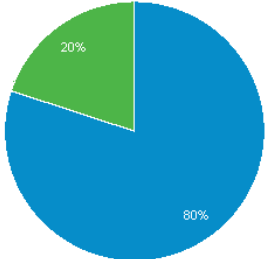
l. Union website and social media report-website new and returning users

■ New Visitor ■ Returning Visitor

Jul 1, 2020 - Jun 30, 2021



Jul 1, 2019 - Jun 30, 2020



i. Union website and social media report – Twitter: Impressions December-March

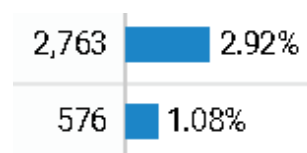
Your Tweets earned 623 impressions over this 91 day period



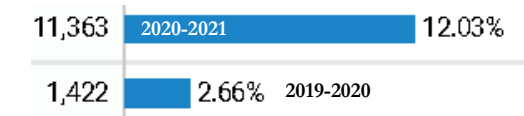
m. Union website and social media report- Jul1, 2019 – June 30, 2020, compared to Jul 1, 2020, June 30, 2021 for main Union website page



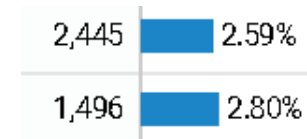
r. Union website and social media report- Jul1, 2019 – June 30, 2020, compared to Jul 1, 2020, June 30, 2021, for “Building Info/Hours” page



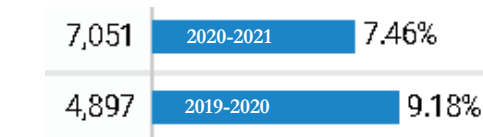
n. Union website and social media report- Jul1, 2019 – June 30, 2020, compared to Jul 1, 2020, June 30, 2021, for Union Scholarships/2020 Scholarships” page



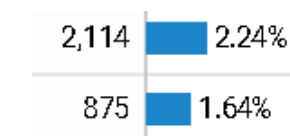
s. Union website and social media report- Jul1, 2019 – June 30, 2020, compared to Jul 1, 2020, June 30, 2021, for “Feed U Pantry/First Time Visitor Form” page



o. Union website and social media report- Jul1, 2019 – June 30, 2020, compared to Jul 1, 2020, June 30, 2021, for “Feed U Pantry/Hours” page



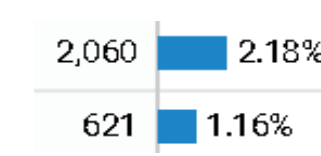
t. Union website and social media report- Jul1, 2019 – June 30, 2020, compared to Jul 1, 2020, June 30, 2021, for “COVID-19” page



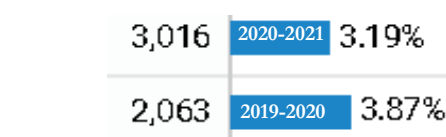
p. Union website and social media report- Jul1, 2019 – June 30, 2020, compared to Jul 1, 2020, June 30, 2021, for “Recreation/Bowling” page



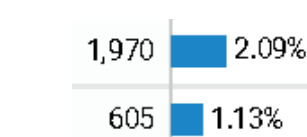
u. Union website and social media report- Jul1, 2019 – June 30, 2020, compared to Jul 1, 2020, June 30, 2021, for “Services Desk” page



q. Union website and social media report- Jul1, 2019 – June 30, 2020, compared to Jul 1, 2020, June 30, 2021, for “Dining/Locations” page



v. Union website and social media report- Jul1, 2019 – June 30, 2020, compared to Jul 1, 2020, June 30, 2021, for “Job Opportunities” page



## **Report 4: Plan for the Future, Staff Excellence, and Anti-Racism Plan**

### **Plan for the Future**

#### **I. Anticipated Challenges**

- a. The Union building is nearly 65 years old and has some considerable maintenance issues that come with its age. This includes asbestos in many of the floors below existing carpeting and tiles, fixtures that are difficult to replace including windows, doors, lights, and wiring. Along with these issues, the building has limits to its access to electricity and connections to wireless networks. More recently, the building has had major elevator outage issues forcing us to close the building on occasion. Overall, the Union is a facility that has nearly reached its limit for use and expansion.
- b. The Union's age has led to a variety of maintenance issues including the need for a new roof, mechanical pipe replacement projects, flooring, electrical, lighting, and HVAC upgrades.
- c. The constant issues regarding elevator failure and maintenance have put strain on the building functionality and access. As a result, we have commissioned a study to repair and replace existing elevators and add an external elevator to combat the accessibility issues.

#### **II. Anticipated Opportunities**

- a. Funding for the Basic Needs Center has been more difficult than expected to acquire and building materials for the space have increased since COVID-19. However, we feel confident that this project will be a success for not only the current Union but also the New Union space.
- b. The Union is moving towards the next chapter in its life cycle. Plans have been submitted this year to put a new Union project into the hands of architectural firms for initial bids. We are excited to work with Union residents, faculty, students, and staff to come up with a vision for the new Union building. This will be the opportunity of a lifetime and being able to take our campus community as a whole and create a space specifically for that community is an exciting process we are looking forward to.

#### **III. Online Programs and Services**

- a. After a year of online events, learning, and support, many of our programs and services will continue to be online in the future. Most notably, our online Services Desk texting and live chat services have been very popular and successful, and we are making a push to market this feature to new incoming students and the campus community.
- b. As we continue a hybrid office arrangement, many services such as Zoom, and Microsoft Teams will continue to be utilized as they make daily operations more streamlined and efficient.
- c. The Union Programming Council will resume hosting events in person while continuing popular virtual events such as Zoom Cooking Hours. In addition, UPC will be evaluating each event and looking for in person or virtual opportunities.

#### **IV. New Gifts and Revenue**

- a. While this year we had a virtual event, we still had a lot of collaborations for our Scholarship Celebration. We had Dining Services, the Campus Store, and the Associated Students of the University of Utah donate several big silent auction items for our virtual celebration.

## Staff Excellence

### I. Awards and Recognitions

a. Branden Dalley, our Senior Associate Director of Operations & Director of Development received the U of U Presidential Staff Excellence Award in November 2020

### II. Committee Memberships, Leadership Roles in Professional Organizations

Name and Position	Committee Memberships, Leadership Roles in Professional Organizations
Whit Hollis – Union Director	<ul style="list-style-type: none"> <li>• 2020 ACUI Region IV Conference</li> <li>• 2021 ACUI International Conference</li> <li>• New Union Working Group</li> </ul>
Branden Dalley - Senior Associate Director of Operations & Director of Development	<ul style="list-style-type: none"> <li>• 2020 ACUI Region IV Conference</li> <li>• 2021 ACUI International Conference</li> <li>• Student Affairs Diversity Committee</li> <li>• Basic Needs Center Committee</li> </ul>
Ashlee Christofferson – Assistant Director of Programming	<ul style="list-style-type: none"> <li>• 2020 ACUI Region IV Conference</li> <li>• Utah Higher Education Virtual Food Summit</li> <li>• ACUI Women's Leadership Speaker Series</li> <li>• 2021 ACUI International Conference</li> <li>• Post-Election Planning Group</li> <li>• Assistant Director of Fraternity and Sorority Life Search Committee</li> <li>• Black History Month Planning Committee</li> <li>• Student Affairs Social Connections Committee</li> <li>• Mental First Aid Training</li> </ul>
Jeremy Wilkerson – Assistant Director of Marketing	<ul style="list-style-type: none"> <li>• 2020 ACUI Region IV Conference</li> <li>• 2021 ACUI International Conference</li> </ul>
Andree Boggess – Events & Scheduling Supervisor	<ul style="list-style-type: none"> <li>• 2020 ACUI Region IV Conference</li> </ul>

Andree Boggess – Events & Scheduling Supervisor	<ul style="list-style-type: none"> <li>• 2020 ACUI Region IV Conference</li> <li>• 2021 ACUI International Conference</li> </ul>
Deanna Johnson – Union Accountant	<ul style="list-style-type: none"> <li>• ACUI Women's Leadership Speaker Series</li> </ul>
Bronson McAllister – Senior Events Coordinator	<ul style="list-style-type: none"> <li>• 2020 ACUI Region IV Conference</li> <li>• 2021 ACUI International Conference</li> </ul>
Hamza Yaqoobi – Development & Communication Specialist	<ul style="list-style-type: none"> <li>• 2020 ACUI Region IV Conference</li> <li>• 2021 ACUI International Conference</li> </ul>
Ben Jones – Administrative Assistant	<ul style="list-style-type: none"> <li>• 2020 ACUI Region IV Conference</li> </ul>

### III. Presentations & Publications

a. Branden Dalley, our Senior Associate Director of Operations & Director of Development made a big step forward in his professional career by completing and successfully defending his dissertation earning him a PhD.

b. In addition, Branden presented his research at the Pell Student Financial Aid Research Network in 2021 (SFRAN 2021)

### IV. New Hires & Retirements

a. The Union hired several new maintenance & Setup workers after a long year of being understaffed. On the night crew, Joshua Rijo was hired, and on the day crew Irma Trabanino, and Isidro Monreal were hired.

b. We are both excited and sad to report that Whit Hollis, the Union director has announced his retirement. In the words of Jerry Basford, Associate Vice President for Finance & Operations: "Whit has been a tremendous employee for over 20 years. He is gifted in his ability to bring students, staff, and faculty together and was able to make the Union the living room of campus. During his time here he has transformed the concept of the University being a commuter campus from a bad thing to a good thing. Whit's focus on



the future brought about an active Crimson Nights, a meditation room, the Union Scholarship program, and the planning for a new Union to name just a few of his accomplishments. We are indebted to Whit's vision and commitment to students and the University as a whole. Thanks to the foundation Whit created we are in a good place to continue having successful programs in the future" Thank you for all that you have accomplished Whit. Thank you for touching everyone's lives that you meet. You will be dearly missed.

## **Anti-Racism Plan**

### **I. Goals - The following goals are drawn from and align with the University of Utah Senior Leadership:**

1. Commit to addressing racist policies and long-standing practices that perpetuate racism and inequality on campus and within our Union community.
2. Aim to create an equitable, diverse, and fully inclusive campus and Union community

a. Our goals at the Union align with those addressed by the University Senior Leadership. In the past we have not addressed these issues in as much depth as they have been addressed in the *Call to Action* outline by the Office of Equity, Diversity, and Inclusion (EDI)

b. We aim to address the rise of anti-Asian hate as a direct result of COVID-19 as well as address the issues of racism within our campus community and take the proper steps toward a more equitable and inclusive space for all students, faculty, and staff at the Union.

### **I. Resources Within the Union**

a. The Union is home to several resource centers and entities outlined by the Office of Equity, Diversity, and Inclusion. We are proud to be a part of this community and look forward to facilitating navigation strategies for the new and old spaces within the Union.

b. The Dream Center and Office of Inclusive Excellence have been continuing to make a positive impact on our campus community.

c. The Center for Ethnic Studies and the LGBT Resource Center are spaces that have remained in the Union and have served as

excellent resource centers for the campus community as well.

d. Our initiative is to establish better connections with these resource centers and offices as well as utilizing their resources to create an accessible and diverse environment for students and staff.

## **II. Plans for the Future**

a. We, as student employees, faculty, and staff plan to continue our participation in trainings and educational sessions such as Friday Forums, Reframing the Conversation, and any other future informational discussions

b. We plan to address and commit to the following actions as outlined by the *Call to Action* put forth by EDI:

1. Partner with our public safety and student affairs colleagues to develop workshops where we can participate in creating a new model of community policing
2. Help facilitate in providing opportunities for all community members within the Union to educate themselves about anti-racism and the pervasive racism that impacts our lives
3. Provide support to all units who commit to action plans laying out specific measures that promote the recruitment, retention, and success of historically marginalized populations

# Appendix

## A. Digital Media Report – Facebook & Instagram

### Audience

Current Audience

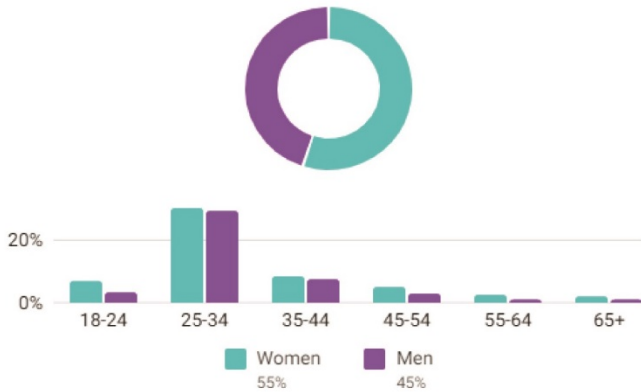
Facebook Page Likes ⓘ

2.3K

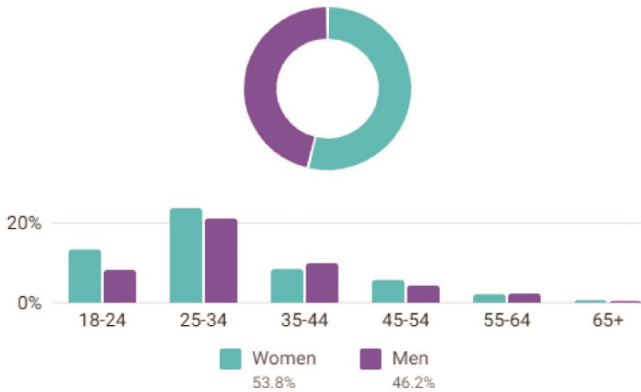
Instagram Followers ⓘ

4.3K

Age & Gender ⓘ



Age & Gender ⓘ



Top Cities



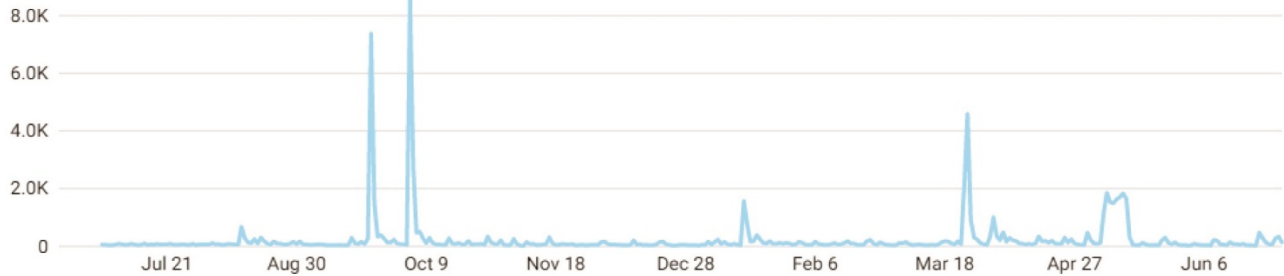
Top Cities



Results July 1, 2020 - June 30, 2021

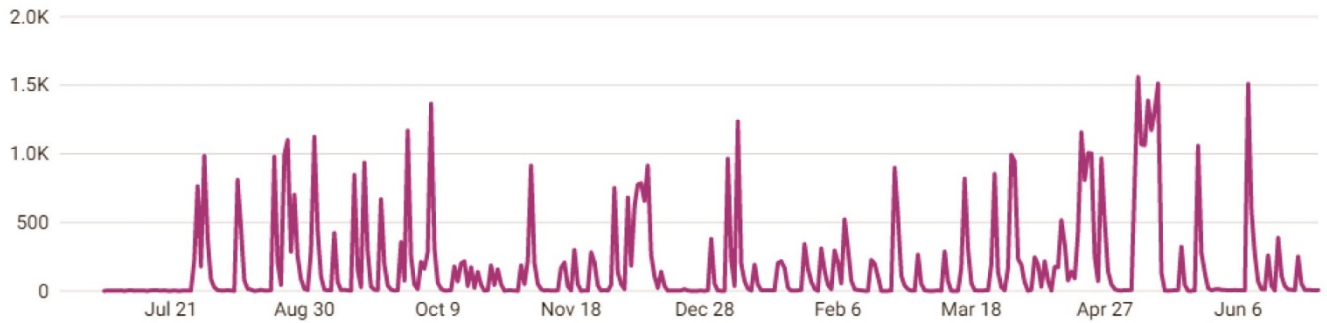
Facebook Page Reach ⓘ

59,206 ↓ 42.3%



Instagram Reach July 1, 2020 - June 30, 2021

13,948 ↑ 153.7%



Content July 1, 2020 - June 30, 2021

Top Performers: Reach

Reach 1.8K  
Facebook Post

WE'RE HIRING studen...  
Reach 10.1K  
Instagram Post

Recent Content ↑↓	Type	↓ Reach	↑↓ Likes and Reactions	↑↓ Comments
WE'RE HIRI... Mon Apr 26, ...	Instagram Post	10.1K	856	5
The Univer... Wed Jun 9, 1...	Instagram Post	2.3K	160	0
CALL FOR ARTISTS Thu Mar 25, ...	Facebook Post	1.8K	12	5
Tonight's t... Oct 7, 2020	Instagram Post	1.8K	218	2
The Servic... Tue May 25, ...	Instagram Post	1.6K	85	12

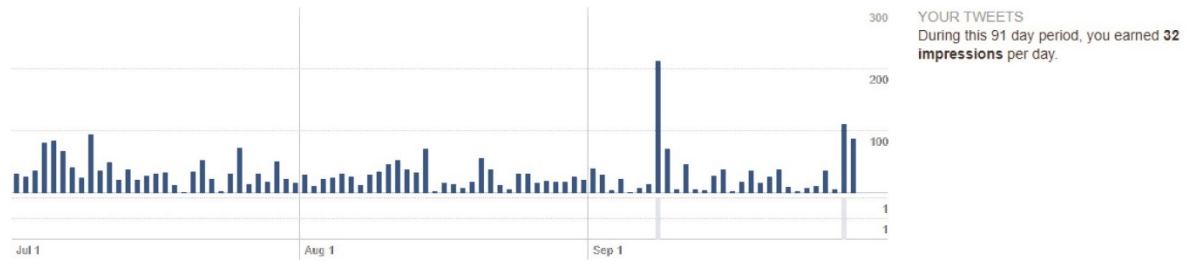
## B. Digital Media Report – Twitter

### Tweet activity

Jul 1 – Sep 29, 2020

Export data

Your Tweets earned **2.9K impressions** over this 91 day period

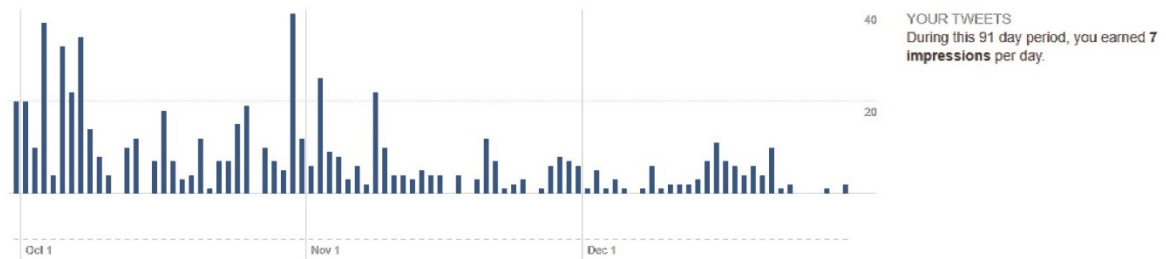


### Tweet activity

Sep 30 – Dec 29, 2020

Export data

Your Tweets earned **664 impressions** over this 91 day period



### Tweet activity

Dec 30, 2020 – Mar 31, 2021

Export data

Your Tweets earned **1.4K impressions** over this 92 day period

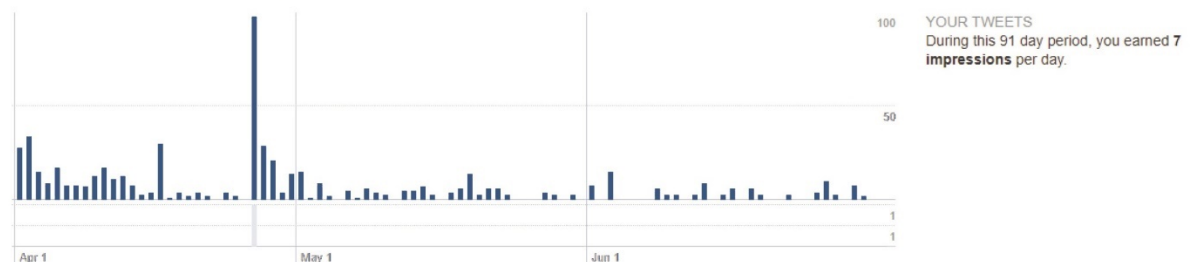


### Tweet activity

Apr 1 – Jun 30, 2021

Export data

Your Tweets earned **623 impressions** over this 91 day period



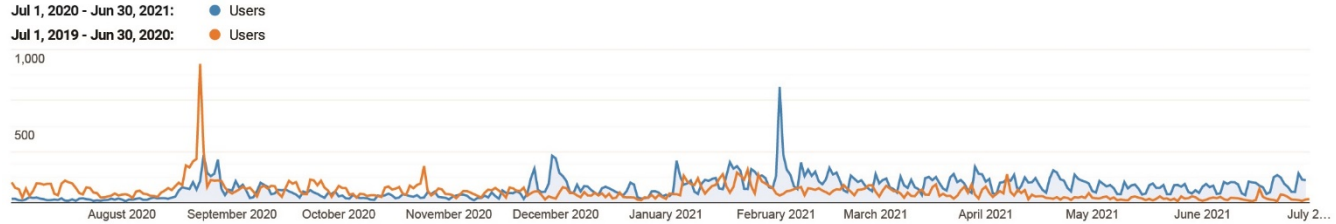
### C. Digital Media Report – Website Analytics

#### Audience Overview

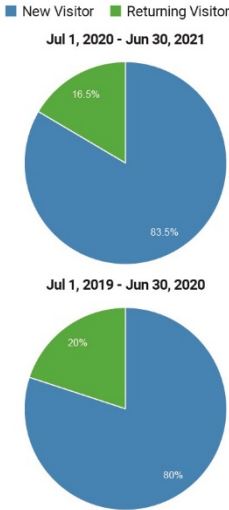
**All Users**  
+0.00% Users

Jul 1, 2020 - Jun 30, 2021  
Compare to: Jul 1, 2019 - Jun 30, 2020

#### Overview



<b>Users</b> <b>30.92%</b> 27,559 vs 21,051	<b>New Users</b> <b>31.60%</b> 27,249 vs 20,706	<b>Sessions</b> <b>31.23%</b> 40,411 vs 30,793	<b>Number of Sessions per User</b> <b>0.24%</b> 1.47 vs 1.46
<b>Pageviews</b> <b>77.02%</b> 94,462 vs 53,361	<b>Pages / Session</b> <b>34.89%</b> 2.34 vs 1.73	<b>Avg. Session Duration</b> <b>14.00%</b> 00:01:16 vs 00:01:07	<b>Bounce Rate</b> <b>-38.30%</b> 42.18% vs 68.37%



### D. Digital Media Report – Website Traffic

