



THE UNIVERSITY OF UTAH

**STUDENT LEADERSHIP
& INVOLVEMENT**

Student Leadership & Involvement, University of Utah

Annual Report

2022-2023

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SECTION 1: EXECUTIVE SUMMARY

a. Departmental Purpose & Functions


Student Leadership & Involvement (SLI) serves as an integral part of the University of Utah student experience. The department empowers students to be effective leaders and invest in positive change by serving as a clearinghouse and training ground for impactful engagement across campus, within the community and around the world. SLI serves students by providing leadership and involvement opportunities within the department and by connecting students to these types of opportunities on campus. Whether students are interested in starting or joining a Recognized Student Organization (RSO), participating in a Leadership Development program, or getting involved with the Associated Students of the University of Utah (ASUU), SLI is here to facilitate these important connections.


MISSION, VISION AND VALUES:


Mission


We (Student Leadership & Involvement) support student well-being and success by providing inclusive and equitable spaces for student advocacy and engagement. We strive to help students become the core of their learning experiences through co-created leadership and involvement opportunities that cultivate a sense of belonging and empower personal growth and development.

Values

Student-Centered 

Social Justice/Inclusion 

Collaboration 

Innovation 

Integrity 

These values position us to work to transform student lives by involving the student in the learning process, valuing and affirming every identity they bring to the community and creating curricular and co-curricular partnerships. These departmental values align with the SA values: Belonging, Care, Integrity, Lifelong Learning, Self-discovery, and Student Centeredness.

Vision

Student Affairs Vision

For students to discover their passion, people, & purpose.



DEPARTMENTAL OUTCOMES

Outcome: Student Leadership & Development

Students gain leadership knowledge and skills from workshops, conferences, and involvement opportunities.

Outcome: Campus Engagement

Students engage with events, programs and involvement opportunities provided by Student Leadership & Involvement.

Outcome: Recognized Student Organization Engagement and Expansion

Recognized Student Organizations (RSO's) receive training, information and resources to thrive and become official opportunities for students to find community and involvement and develop their leadership skills.

Outcome: Accessible and Efficient Office Operations

Office and team infrastructure is maintained and improved upon, to best serve students as they seek and pursue student leadership and involvement opportunities.

Professional Development of Staff

Provide opportunities for professional development for the campus community, and create a culture of professional development within department staff.

Departmental Impact

DEPARTMENTAL IMPACT

Advancing the mission and vision of Student Affairs.



Student Leadership Summit

Returned as an in-person program in which a cohort of 76 students spent the day workshopping their leadership style and hearing from Mayor Erin Mendenhall.



Campus Connect
1,021

Events posted since July 1, 2022



Campus Connect
12,799

Users Logged in since July 1, 2022 and 541
Active Campus Connect Profiles as of
May 25, 2023

**Recognized Student
Organization Growth**
526

Organizations supported by our department.
This includes an additional 109 New and
Reactivated RSO's.



Get Involved Fair

In Fall 2022: 154 RSO's participated.
In Spring 2023: 87 RSO's participated (and 258
students at large attended the Spring 2023
event as participants).



Student Led Events (ASUU)
1,200

Students attended a speaking event
featuring child actor and author Jennette
McGurdy.

SECTION 2: STATUS OF STRATEGIC INITIATIVES

- a. **Initiative:** Improve student usage, understanding, and needs of existing and future spaces and resources.
 - i. Perspective: Organizational Capacity; Improve Infrastructure
 - ii. Purpose: To better serve students with the resources we have and to grow those resources in the future (physical items to rent for free, space, technology: examples include; ASUU space access for general student body, Campus Connect, ASUU Basement, RSO space).
 - iii. Timeline: Ongoing (every August prior to the start of the Academic Year).
 - iv. Metrics:
 - 1. Evaluate space(s) and resource(s) used and by whom through an annual needs assessment/survey.
 - a. Status: Completed during the 2021-2022 FY
 - 2. Annual marketing campaign in place to inform students of available resources.
 - a. Status: In Progress
 - 3. Organize physical space(s) – ASUU Basement, storage closets, etc.
 - a. Status: Completed during the 2022-2023 FY
 - 4. Create shared check in and check out of shared items/spaces (improvement of inventory systems)
 - a. Status: In Progress
 - 5. Training for students of how to use resources (How to use check/in-out forms; ongoing training for staff in equipment).
 - a. Status: In Progress
 - 6. Include space and resource usage as part of onboarding for students and staff.
 - a. Status: In Progress
 - 7. Marketing to students: free meeting space to use for general student body, hours of operation, etc.
 - a. Status: In Progress
 - 8. Development of a list of resources that our office provides for students to utilize (sound systems, programming/activities supplies, T-shirt press, podcast equipment, etc.).
 - a. Status: In Progress
 - v. Updates and Description:
 - 1. This initiative is still in progress. During the upcoming FY, we aim to move metrics from “In Progress” to “Complete” and report out on specific data points. The staffing structure in our department does not identify one key member of the team dedicated to marketing to promote general involvement, RSO initiatives, and leadership

development. The department is eager to work in collaboration with Student Affairs for marketing support. We anticipate that progress will be made on the remainder of the metrics in progress.

2. After evaluating resources needed by RSOs (metric 1), the department purchased the following items:
 - a. Giant Jenga (2)
 - b. Giant Connect Four (2)
 - c. Cornhole (2)
 - d. Mario Kart 8 (3)
 - e. Nintendo Switch Sports (3)
 - f. Monster Rocker Bluetooth Speaker (2)
 - g. Pack of four tent weights (4)
 - h. Card Swipers (4), to support utilization data efforts
 - i. Later, the department learned these readers were not compatible with existing systems. We are exploring a new protocol for supporting utilization data efforts.
 - i. Posters (4)
 - j. Push Cart (2)
 - k. Blue Snowball USB Microphone (1)
 - i. The department did not purchase this item.
3. The department received 14 requests to use these items from RSOs throughout the year. SLI also supported campus partners who requested to use these items for various events. Campus Partners include:
 - a. Associated Students of the University of Utah (ASUU)
 - b. Center for Ethnic Student Belonging (CESB)
 - c. Staff Council
 - d. College of Social & Behavioral Sciences
 - e. Student Affairs Social Connections Committee
- b. **Initiative:** Explore alternate models for ASUU Student Leader Compensation.
 - i. Perspective: Financial; Improve Responsible Stewardship
 - ii. Purpose: To move away from Kronos system for student leader stipends due to recommendations from HR, to increase access for all students, and to align compensation with learning achieved/work completed.
 - iii. Timeline: Initial benchmarking and idea development (January 2023)
 - iv. Metrics:
 1. Benchmarking review (Pac 12 and “Top 10” institutions) and idea development (list of options to pursue, propose, or seek feedback on from stakeholders).
 - a. Status: In Progress

2. Pending on what is possible, explore implementation by January 2023.
 - a. Status: In Progress
- v. Updates and Description:
 1. The department has collaborated with the Office of General Counsel, Scholarships and Financial Aid, as well as the Budget Office to explore some initial benchmarking efforts among Pac 12 institutions. Due to bandwidth and staff capacity, this initiative is still in its infancy. There are complexities surrounding this initiative which affect a student's aid package and existing scholarships. Additionally, there are limitations due to Fund Type and a possible need for increasing the ASUU Student Activity Fee in order to move to different compensation models. This upcoming Fiscal Year, we will welcome a new Director of Student Governance and Engagement, who will be instrumental in this initiative moving forward.
- c. **Initiative:** Expansion and improvement of current departmental podcast series which highlights Leadership development, ASUU student-led initiatives, and RSO opportunities ("Let's Talk about Leadership").
 - i. Perspective: Internal Processes; Improve Strategic Communication
 - ii. Purpose: Increase innovative communication and leadership development opportunities to meet students where they are at, and how they take in information.
 - iii. Timeline: Goals developed for year 1 (below)- by March 2023
 - iv. Metrics: Set goals for number of podcasts developed per month/semester, diversifying content on podcast, set a target for number of students engaging/listening to podcast (monthly listeners, is this reaching students?)
 1. 1 podcast per month
 - a. Status: Complete
 2. 15 podcasts per year
 - a. Status: Complete
 3. Potentially using summer to do more each month
 - a. Status: In Progress
 4. Increase audience by 5% each month for year 1
 - a. Status: In Progress
 5. End of year 1 – reassess and develop new goals
 - a. Status: In Progress
 6. Use web analytics from UMC to see traffic monthly
 - a. Status: In Progress

- 7. Reassess annually for progress/growth/new goal development
 - a. Status: In Progress
- 8. Grow into a sustainable practice over the course of 5 years
 - a. Status: In Progress
- v. Updates and Description:
 - 1. The department made progress on this initiative this past year. A planning map was developed including a goal number of podcasts for the year (15), utilizing summer to record as many episodes as possible (given the busy nature of the academic year). As we continue to make episodes live, web analytics will empower the team with information to be able to pivot to reach our goals of increasing our audience by 5 each month this upcoming Fiscal Year. Now that goals have been set for year one, the department will evaluate our progress, growth and consider new goal development in July 2024. By July 2028, we hope to have grown this podcast series into a sustainable practice that is embedded into the student experience.

SECTION 3: MAJOR ACCOMPLISHMENTS

- a. During the 2022-2023 academic year, Student Leadership & Involvement Recognized 109 new Recognized Student Organizations (RSOs).
 - i. This accomplishment supports departmental outcomes by expanding the number of active student organizations on campus and further growing and diversifying leadership and involvement opportunities on campus. Increasing the number of RSOs on Campus supports the Student Affairs vision of helping students find their passion, people, and purpose because involvement in student organizations provides students with opportunities to develop transferrable skills, meet other students, and try new experiences.
 - ii. We consider this a major accomplishment because 109 is the highest number of new RSOs our department has recognized in one academic year since the 2017 – 2018 academic year, and is an increase from last year, in which we recognized 108 new RSOs.
- b. Student Organization Recognition
 - i. During the Spring 2023 semester, SLI hosted the first annual RSO Awards Event. During the event, the department was able to recognize and celebrate 24 student organizations for the work they do across campus. In addition to recognizing organizations, SLI also recognized five student

organization advisors and 14 individual students for their outstanding contributions to their organizations and the campus community.

RECOGNIZED STUDENT ORGANIZATIONS

Growth in Interest and Engagement



596

Students completed newly developed, asynchronous, virtual training modules. This replaces 35 in person trainings with only 462 attendees (last year).



New Advisor Training

208

Advisors completed the newly developed asynchronous, virtual training modules.



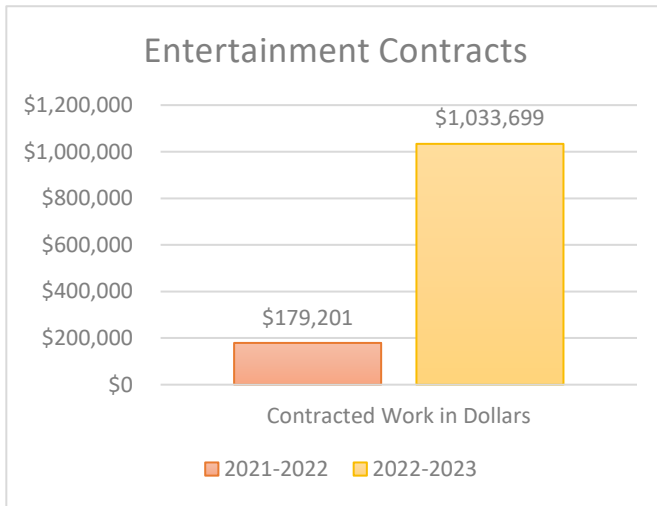
Bystander Intervention Training

1,835 students completed the Bystander Intervention Training. This initiative is a collaboration between SLI and Center for Student Wellness.



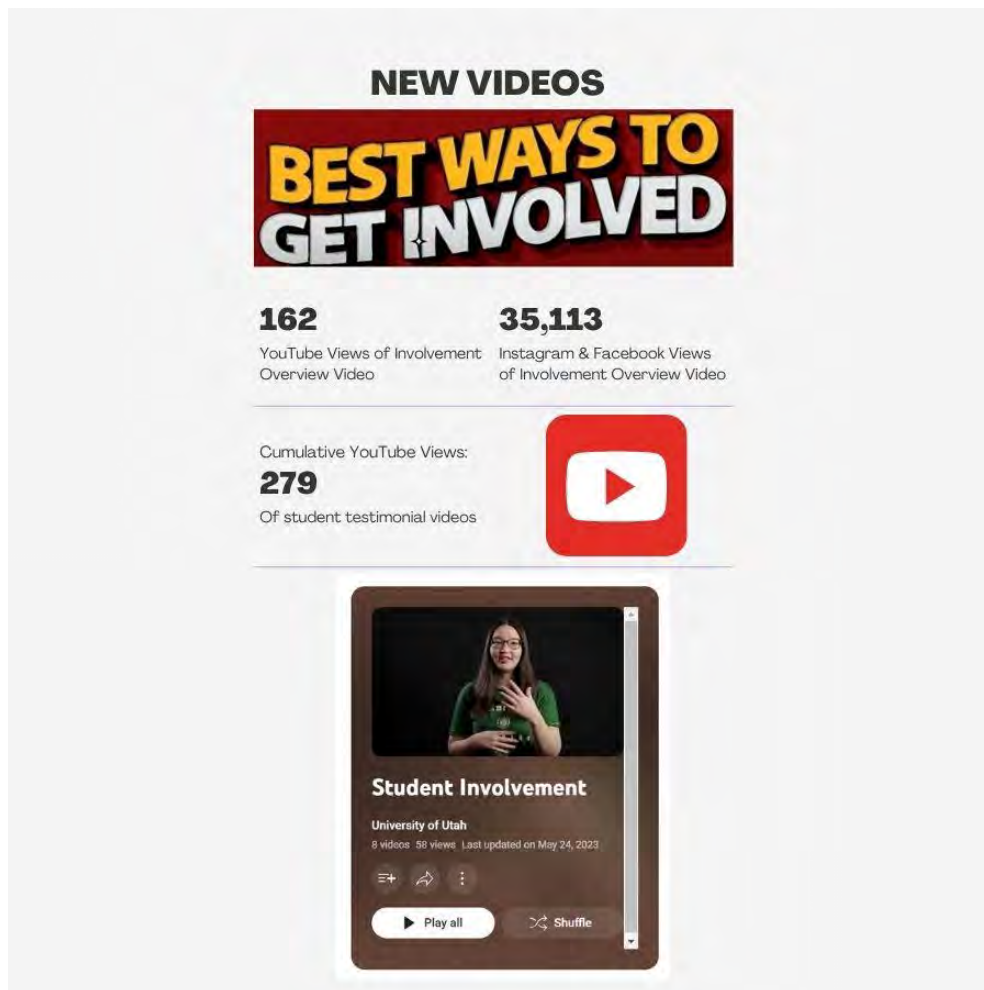
Engagement with RSO's took a huge hit during the COVID-19 Pandemic. As is evident, engagement in RSO's has been steadily increasing back to pre-pandemic trends. We anticipate that we will soon surpass our numbers from 2019-2020.

- c. Events and Programming;
 - ii. ASUU provided numerous events and activities for students to engage in. SLI Advisors nearly doubled the number of contracts, working in collaboration with the Office of General Counsel and Risk Management). These contracts ranged from \$200.00-\$205,000.00 each. This type of contract work supported visiting performers, speakers, and artists to provide entertainment to students.



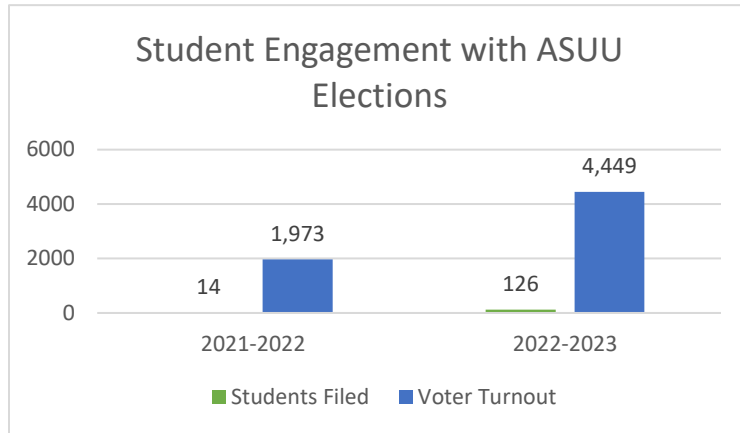
- d. Management and Growth of Campus Connect;
 - i. SLI Staff continue to manage the Campus Connect platform (or getinvolved.utah.edu). This software is an Anthology product called “Engage” and supports the growth and vibrancy of our Recognized Student Organization community. SLI manages the Campus Connect Fee, \$0.75 or 0.1% of Total Fees, allowing students to access Campus Connect to find campus events, involvement opportunities, leadership development opportunities, and if they are part of a Recognized Student Organization Campus Connect is a space for them to grow and promote their organization as an involvement opportunity. There are currently 541 Active Organizations (including RSO’s, College Student Councils, and Campus Departments).
 - ii. Since July 1, 2022 we have seen 12,799 users log in to Campus Connect to explore student organizations, campus resources, and upcoming campus events.
 - iii. Since July 1, 2022 active student organizations and campus departments have posted a total of 1,021 events for our campus community. We consider this evidence that student organizations and campus departments are utilizing Campus Connect more often this year because organizations posted a total of 233 more events this year than last year.

- e. Student Leadership & Involvement Marketing
 - i. This year, our team worked with University Marketing & Communications to create several marketing videos to highlight how our office supports student well-being and success. We also created nine student testimonial videos that highlight various students' involvement journeys. These videos will be shared with students at orientation during Summer 2023.
 - 2. The videos can be viewed here:
 - a. Student Testimonials: <https://tinyurl.com/ugetinvolved>
 - b. Overview Video: <https://youtu.be/03EFJ99EZjQ>



- f. Student Government Engagement
 - i. This year, we saw a substantial increase in engagement with student government.
 - 1. Associated Students of the University of Utah (ASUU) Elections

- c. Filing: This past year we had a substantial increase of 800% with students filing to run in ASUU Elections across both the Executive Branch (Presidency), the Legislative Branch (Senate and Assembly), as well as the Judicial Branch (Attorney General).
- d. Voting: Our team was thrilled with voter turnout in ASUU elections, with a significant increase of 225% from the previous year.



ii. Staffing

- 1. Our staff continue to serve students by regularly meeting with them for student leader 1:1's, empowering the students with knowledge to make their visions a reality, and offering support in navigating policy.
- 2. This year, we will welcome a new Director of Student Governance and Leadership who will provide an addition level of support to both staff and students.

i. ASUU's Annual Report

- 1. Please visit ASUU's website to view ASUU's annual report, and learn more about the variety of accomplishments of student government this past year: <https://www.asuu.utah.edu/>

SECTION 4: MAJOR CHALLENGES

a. Campus Connect Expansion

- i. This year, the department renewed a contract with Anthology for use of the "Engage" platform, commonly known and internally branded as "Campus Connect" at the university. As platform costs continue to grow, the department has also offered support and resources to an important

Student Affairs initiative to expand the use of Campus Connect. Currently, within the department, the management and expansion of the platform falls to the Director as well as the Student Organizations Coordinator (soon to be titled a new role, “Student Engagement Manager”). The Student Engagement Manager salary line is paid for out of ASUU. At the time that this position was created, it made sense for ASUU to fund it. As the world of RSOs has expanded while ASUU continues to grow and expand, it has become clear that a more appropriate student fee to cover the cost of this salary line would be through the Campus Connect Fee. For this reason and to accommodate the increasing cost of the platform, departmental leadership will be proposing a small increase to the Campus Connect Fee in Fiscal Year 2024.

SECTION 5: NEW/CONTINUING STRATEGIC INITIATIVES

- a. We will be continuing to work on the following Strategic Initiatives:
 - i. **Initiative:** Improve student usage, understanding, and needs of existing and future spaces and resources.
 - ii. **Initiative:** Explore alternate models for ASUU Student Leader Compensation.
 - iii. **Initiative:** Expansion and improvement of current departmental podcast series which highlights Leadership development, ASUU student-led initiatives, and RSO opportunities (“Let’s Talk about Leadership”).
- b. These initiatives were developed out of the Balanced Scorecard Cascading efforts, and align with the Adapting to Student Needs strategic plan. We plan to assess our progress on each of the initiatives by utilizing the metrics (outlined in Section 2). There has been discussion across Student Affairs of utilizing the Collibra software system to store our impact data and review changes over time. In addition, we will be developing a large excel spreadsheet to track progress on each of our initiatives and revisit often with the team. Once our student learning outcomes are developed, we look forward to showing these connections through Collibra as well as data-storytelling methods. We remain enthused and committed to moving these initiatives forward. While progress was made, this next year we will be allocating more time to work towards each initiative as a team, and allocating more time to assess and evaluate progress in recurring team meetings.
- c. In addition, this past year our team made progress on a number of additional strategic initiatives (that were not outlined in last year’s annual report). For this reason, we will be working towards these specific strategic initiatives as we move them towards completion, this upcoming Academic Year. These initiatives include:

- i. **Initiative:** Assess, evaluate, and address capacity and bandwidth issues impacting SLI's ability to provide support to Leadership Development Programs, as well as Recognized Student Organizations.
 - 1. Staggered changes in staffing structures have taken place with the addition of a new Director of Student Governance & Leadership (to support ASUU), and a new Associate Dean for Student Engagement & Leadership to support all student engagement within the reporting line and across campus (Fall 2022, Spring 2023).
- ii. **Initiative:** Reevaluate the space in ASUU offices based on equity, user friendliness, ADA accessibility for office space rather than based on positional authority.
 - 1. Collaborated with Center for Disability & Access to assess physical office space during Spring 2023.
- iii. **Initiative:** Develop a video highlighting Student Leadership & Involvement, opportunities to get involved, and opportunities to develop leadership.
 - 1. Collaborated with University Marketing and Communications to develop this video during Fall 2022 and Spring 2023.
- iv. **Initiative:** Enhance branding and grow involvement in Recognized Student Organizations, Leadership Programs, and Student Government.
 - 1. The number of students who ran for office increased at an all time high, one of the first metrics for this goal (Spring 2023).
- v. **Initiative:** Develop a process for monthly review of progress, dialogue, education, and opportunities within SLI's EDI Action Plan.
 - 1. Regular conversations took place among the team during Spring 2023 to evaluate our progress on the Action Plan. Significant progress continues to occur utilizing an all hands on deck approach.