UNIVERSITY *of* WISCONSIN
GREEN BAY

Student Engagement Center

2022-2023

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Division of University Inclusivity & Student Affairs

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Overview Statement

Overall, our primary goal is to provide a safe, inclusive environment and create programs in which all students feel welcome. We want to enhance the student experience on-campus by providing services and conveniences that support the academic mission and increase student success at UW-Green Bay.

We advance a sense of community, unifying our institution by embracing the diversity of students, faculty, staff, alumni, and guests. We bolster the educational mission of the institution and the development of students as lifelong learners by delivering an array of cultural, educational, social, and recreational programs.

The Student Engagement Center strives to create a vibrant and inclusive campus community where all UWGB students feel welcomed, included, and supported by:

- Operating as a student-centered organization that engages in shared decision making and holistic development through employment and involvement.

- Advocating for inclusivity and equity, fostering respect, and affirming the identities of all individuals.

- Educating students in leadership and social responsibility and offering firsthand experiences in global citizenship.

- Providing gathering spaces to encourage formal and informal community interactions that build meaningful relationships.

Mission Statement

The Student Engagement Center fosters learning, development and connections to support student success and retention, while cultivating welcoming spaces that encourage a more inclusive, vibrant, and engaged campus community. We accomplish this through events and activities, student led initiatives and organizations, student employment opportunities and personal connections between staff and students. As a result, UWGB students who engage with our services and staff will graduate with well-rounded experiences and lasting fond memories of their collegiate experience.

Student Outcomes

1. First year students who attend both GB Orientation and GB Welcome will have a higher rate of persistence from Fall to Spring compared to students who do not attend either GB Orientation or GB Welcome.

2. By providing a safe, inclusive environment and programs in which all students feel welcome we can foster a student's connection to the University which impacts a student's academic success, persistence and retention.

3. After participating in Student Engagement sponsored events, students will articulate an increased sense of belonging on campus and identify and explore personal interests.

4. After participating in Student Engagement sponsored events, students will increase their self-understanding and self-efficacy in a diverse and global society.

5. After serving in an employment position, students will be able to collaborate with others and apply critical thinking skills to their position and beyond.

Assessment Methodology

We utilize the Skyfactor Benchmarks Survey (formerly EBI) to provide program assessment data. This survey allows for cross comparisons with selected comparative institutions and has been developed in partnership with professional organizations such as ACUHO-I, ACUI, and NODA.

2016-17 – Complete the Skyfactor Benchmarks – College Union/Student Center survey

2020-21 – Complete the Skyfactor Benchmarks – College Union/Student Center survey

2021-22 – Completed the Skyfactor Benchmarks – College Union/Student Center survey

2022-22 – Completed the Skyfactor Benchmarks – Student Activities survey

2023-24 – Scheduled the Skyfactor Benchmarks – College Union/Student Center survey

The ACUI/Benchworks College Student Activities Assessment from Spring 2023 had 47 responses. This response rate is too low to draw any generalizing conclusions. Qualitative responses can be used for idea generation. There was a glitch in the emails being sent to Spam folders, even though IT had whitelisted the proper information.

We have started preliminary work on utilizing the CAS (Council for the Advancement of Standards in Higher Education) to facilitate internal assessment review utilizing functional area standards.

[Fraternity & Sorority Life CAS Results](#)

Culture of Evidence

We are working to establish a culture of evidence by adhering to the following principles within our department.

- Regular data collection with reliable tools
- When possible, we sample all students to remove bias is survey selections
- For outcomes-based data we utilize a pre and post assessment format to establish baseline and change
- Our methods utilize a variety of approaches
- We utilize an appropriate peer group of institutions when analyzing our program effectiveness

See Appendix A. Culture of Evidence Chart

Key Accomplishments 2022-2023

- 50,000th graduate
- Onboarded Presence and branded Phoenix Connect as our student engagement platform
- Reintroduced UWGB Goes to the Movies program and sold out all shows
- Return to overnight Emerging Leadership Experience
- Created panel series "A Closer Look" to educate and explore poverty issues
- $8,500 grant secured for Safe Shelter through Campus Compact AmeriCorps VISTA member

Data Reporting

Programs and Awards Data:

	Total event attendance	Total # of events	ULA's awarded	Chancellor Medallions awarded
Fall 2017	15,048	197	10	8
Fall 2018	17,269	192	9	8
Fall 2019	12,900	194	12	7
Fall 2020	4,997	81	12	10
Fall 2021	6,962	67	16	10
Fall 2022	11,932	142	13	15

	Total event attendance	Total # of events	ULA's awarded	Chancellor Medallions awarded
Spring 2018	15,952	167	45	31
Spring 2019	12,454	163	43	35

Spring 2020	4,203	173 *80 canceled due to COVID	48	28
Spring 2021	3,826	86	51	26
Spring 2022	6,355	81	48	29
Spring 2023	4,759	84	35	31

Student Organization, Service Hour and Fraternity & Sorority Life Data:

	Student Orgs	Student Org Membership *Unique students	Student Org Service	Total FSL Membership
2017-18	138	2284	7,295	166
2018-19	130	2198	6,651	233
2019-20	147	2129	6,118	199
2020-21	136	1547	3,514	129
2021-22	140	2221	2,602	153
2022-23	139	797*	1,735	168

*2022-2023 was the first year of Phoenix Connect implementation. Efforts to collect accurate student organization membership are on-going.

Summer Orientation (GBO) Data:

2017	**2018**	**2019**	**2020**	**2021**	**2022**	**2023**
872	828	916	853	919	1,246	1130*

* Numbers reported as of 7/14/23. Does not include 7/18/23 or 8/30/23 GBO attendance (compare to 1036 at same time 2022)

Signature Events

Event: University Leadership Awards

Purpose: This event recognizes selected students with the Chancellor's Leadership Medallion or the University Leadership Award for their achievement and service to the university and community.

Dates: December 16, 2022, and May 12, 2023

Data: Fall 2022 Semester recipients included 15 Chancellor's Leadership Medallions and 13 University Leadership Awards. Spring 2023 Semester recipients included 31 Chancellor's Leadership Medallions and 35 University Leadership Awards. The Spring 2023 ceremony had guests in attendance at the Weidner Center with approximately 350 in attendance.

Event: Commencement

Purpose: To formally confer degrees to eligible students

Dates: Mid December and Mid-May

Data: Approximately 1600 students graduate each year

Event: GB Welcome

Purpose: The purpose of GB Welcome is to provide students with a formal welcome to their campus location and to the Phoenix Family. Students will gain skills and information in three main areas to assist them in being successful in college: relationships, self-advocacy, and well-being.

Dates: First three days after move-in fall semester

Data: 796 students participated in over 30 program offerings over three days.

Event: GB Week

Purpose: The purpose of GB Week is to celebrate the start of the academic year with all students by creating community, sharing resources, and introducing students to campus traditions.

Dates: The first week + of the fall and spring semesters.

Data: Over 3000 attendees participate in GB Week events over the course of 7-10 days

Event: Parent & Family Weekend

Purpose: The purpose of Parent & Family Weekend is to provide opportunities to engage students, families, faculty and staff in building relationships that increase everyone's sense of belonging at UWGB. Programs and offerings will serve to expose families to the current student experience, celebrate all that UWGB has to offer our community, and allow everyone to participate in and continue campus traditions. These connection opportunities build on the UWGB Phoenix legacy.

Dates: September 23-25, 2022; October 6-8, 2023

Data: 1300 attendees over two days

2023-2024 Student Outcomes

1. First year students who attend both GB Orientation and GB Welcome will have a higher rate of persistence from Fall to Spring compared to students who do not attend either GB Orientation or GB Welcome.

2. After participating in Student Engagement programs or events, students will be able to articulate an increased sense of belonging on campus and identify and explore personal interests.

3. After serving in an employment position, students will be able to collaborate with others and apply critical thinking skills to their position and beyond.

Appendix A. Culture of Evidence Chart

	A Culture of Good Intentions (1 point)	A Culture of Justification (2 points)	A Culture of Strategy (3 points)	A Culture of Evidence (4 points)	Points
Intentionality (Thoughtfulness in action or decision)	People have a sense that they are doing good things.	People can describe what they are doing (i.e., operational or procedural specificity).	People can describe what they are accomplishing (i.e., strategic pertinence, how what they are doing relates to mission and goals).	People know that they are doing the right things and can describe why they are doing them, and what they are accomplishing through them.	3
Perspective (Relative to position, institutional role and general point of view)	Incidental / Opportunistic. Recognize data is important, but do not make any particular efforts to collect it.	After-the-Fact. Data is used retroactively as justification for predetermined positions or prior decisions.	Before-the-fact. Assessment is designed with an end in mind. (e.g. Identification of learning outcomes, how the data will be used)	Real Time / Continuous. Data is collected and regularly used to inform processes. Data helps us close the loop on improvement processes and educational outcomes.	2
Critical Linkages (Connections that manage movement and relationships)	Unclear / Opaque. Data, when collected, is not shared beyond assessors, so connections cannot be made. Cloudy.	Assessment conducted from a defensive posture, especially related to questions of budgetary and operational efficiency.	Translucent. Assessment understood and shared, but only with allies or key partners. Scope is limited to mid-managers.	Clear / Transparent. Outsiders can see and understand contributions to student and institutional success. Assessment is shared with all stakeholders.	3
Initiatives and Directions (Goals, programs, projects, and plans)	Determined by whim, interest, opportunity.	Administration initiates assessment and it is done only when asked for or required.	Directors own and initiate assessment. Data describe the current situation.	All stakeholders own assessment. Success is operationalized, concretely described, and evaluated based on evidence.	3
Planning Processes (Strategic planning, goal setting, measuring outcomes)	Vague and individualized. Success is vague or interpretive, and evaluated based on "feel," intent and effort. Collective or strategic planning does not exist.	Sporadic and limited to immediate question or application. Data linked retroactively to strategic context, goals, expectations, etc. but not planning-oriented.	Organized, routinized, and localized. Data informs deliberate cyclical or episodic strategic planning exercises.	Ongoing, strategic and clearly linked to past and future. Triangulation of findings through multiple/established assessments. Data incorporated into continuous strategic thinking.	3
				Total Culture Points	15

Appendix B. Org Chart

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                              Director
                           Katie Lesperance

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Student         Manager, New      Signature and      Fraternity/Sorority &     Assistant Director
Engagement,     Student           Cultural Events,   Volunteerism/Service,
Dept Assistant  Transitions and   Program            Program Coordinator      Adam Novotny
                Family Engagement Coordinator
Sarah O'Brien   Joel Paula        Nina Dessoir       Wyatt Young

Front Desk      Student           Program                              Program Coordinator    Program Coordinator
Assistants      Ambassadors       Development
                                  Assistant                            Stephanie Kaponya      Ben Dresdow
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