



UNION ADMINISTRATION ANNUAL REPORT

2019-2020

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.

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REPORT 1: GENERAL 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.

I. Overview

A. Accomplishments

- The Union was one of the first offices across campus to have all of its professional staff complete the Intercultural Development Inventory (IDI)
- The Union Scholarship Fund increased 100% from the previous year, dramatically expanding how many scholarships the Union could award students across campus
- The Union Visioning Task Force concluded its final report on the needs and direction for the new Student Union

B. One University

- The Union partnered with various groups on campus to create new, or expand, existing scholarship opportunities. These offices include the Women’s Resource Center, the Veteran Support Center, the Dream Center, the Graduate School, the Alumni Association, and the Crimson Transfer Honor Society
- The Union collaborated with the College of Fine Arts to present the ninth annual Union Scholarship Dinner
- The Feed U Pantry expanded to the School of Medicine and continued to develop partnerships to progress its ongoing operations of providing service to food-insecure community members
- The Union Visioning Task Force pulled from various departments, schools, and colleges to create a diverse vision for the new Union

C. Equity, Diversity & Inclusion

- The Union has actively been implementing changes based on its IDI results to make it a center for equity, diversity, and inclusion
- The Union has successfully continued to increase its scholarship fund to support refugee students and students from underrepresented communities

D. COVID-19

- Events and Scheduling

- As of March 5th 2020, the Union cancelled all in-person events for the remainder of the Spring Semester
- With the exception of our two week closure during April (April 9th – April 23rd), the Union was the only building that remained open while maintaining health and safety precautions in order to provide access for students and staff to the Feed U Pantry and Union Computer Lab
- Actions were taken to reduce the capacities of meeting rooms for the six foot physical distancing standards. In smaller meeting rooms, less than five people were allowed to enter the room at one time while also maintaining social distancing precautions
- As of June 1st 2020, a maximum of twenty people were allowed per large gathering spaces

- Custodial and Maintenance

- The Union immediately implemented social distancing regulations with accordance to new Student Affairs Facilities standards. This included maintaining a steady supply of hand sanitizer, sanitizing wipes, and masks & gloves for students, faculty and staff
- Indoor air quality was improved with the installation of high efficiency air filters that remove 98% of sneeze-size droplets from the air. Along with that, our ventilation systems were changed to maintain two outside air changes per hour for the building while occupied and four changes per hour while the building was unoccupied

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- Routine cleaning by our custodial staff was drastically increased to maintain new COVID-19 safety regulations. This included the increase of cleaning of high-contact areas and objects, restrooms, meeting spaces, and common areas

- Services Desk Procedures

- The Services Desk was updated physically and procedurally to meet the standards of COVID-19 restrictions to better serve and provide a safe and healthy interaction between staff and students
- Plexi-glass barriers were placed around the desk to prevent direct person-to-person contact while still maintaining in-person interaction. In addition, stanchions and floor stickers were placed around the main desk to enforce social distancing restrictions
- All employees were required to wear masks and gloves at all times while working and interacting with students and staff
- Sanitation and cleaning standards implemented by Student Affairs facilities were carried out by the Services Desk to maintain the highest quality of community health and safety
- The Services Desk took over for the Marriot Library in checking out laptops to students during the Spring and Summer semesters

- Feed U Pantry

- Although COVID-19 restrictions have severely limited the use of our facilities, the Feed U Pantry has served 1,753 students and faculty and staff members
- The Feed U pantry also offered curbside pickup during the Union closure period (April 9th – April 23rd) which served over 746 people over the course of only five pick-up dates
- The Feed U Pantry switched from volunteer staff to student employees during the remainder of the Spring semester in order to reduce the amount of people coming into the building and provide additional hours for student employees

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- Move to Online Space

- The Union faculty and staff, due to the COVID-19 restrictions, moved all in-person meetings to an online setting in order to maintain a safe work environment
- Several Union Programming Council events were moved to an online setting such as *Yoga Night with SL Power Yoga* and *Virtual Trivia Night*
- During Welcome Week, the Union provided online tabling sessions for students to log into and ask questions regarding different programs and events within the Union

II. Union Core Objectives Overview

A. Build Community

The Union is already a central gathering place for students, staff, and faculty. Even with implemented COVID-19 restrictions, we are constantly striving to expand and diversify offered services and programs to generate interest and appeal for an ever-changing campus community while maintaining a safe and healthy environment.

B. Facility

The Union facility consists of over 23 office spaces, 15 meeting rooms and serves as a social, entertainment, and dining hub for campus and the greater community. In the past, the Union has scheduled over 8,000 reservations a year and the Union Ballroom is the largest indoor venue of its kind on campus. Unfortunately, the Union is still having major elevator outages and we have, as a result, received approval for a new elevator construction project to renovate our space. The Union also completed the Union Recreation remodel as of last fall – adding more games, vending machines, and space for students and staff. As of the beginning of Fall Semester 2020, the new Student Success Center offices have opened their doors to students on campus. The offices within the new space include the Office for Diversity and Inclusion, the TRiO Program, and the Office for Inclusive Excellence.

C. 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, staff, faculty, and the greater community. The Union engages in varied methods of outreach including in-person through our Union Services desk and technologically through social media, texting, and our frequently updated web site. With regards to the COVID-19 restrictions, we have advanced outreach methods into the online space to promote Union programs and resources to the community.

D. 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 Managers program, Graduate Assistant positions, Reservation and Communication Specialist positions in the Union Administration Office, positions within Union Recreation, as well as positions in the Union Programming Council, volunteer opportunities, and the Union Scholarship opportunities.

E. Development

The Union, with the support of our community partners, continues to exceed our Union Scholarship fundraising goals and surpass our initial expectations established nine years ago. During the 2019-2020 fiscal year, we raised over \$227,000 for the Union Scholarship Fund. During the fiscal year, we awarded scholarships to 55 students from a wide array of backgrounds and identities. The Union also hosted its first-ever *Strolling for Scholarships* event which served as a fundraiser for the Union Scholarship fund. The event raised nearly \$5,000 which was enough to fund an additional scholarship for the next academic year.

F. Staff Excellence and Education

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

REPORT 2: MISSION STATEMENT, ROLE OF COLLEGE UNION, UNION CORE OBJECTIVES

I. 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.

II. 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, 1956 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.

- 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.
- 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 responsibility, and community values.
- 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.

III. Union Core Objectives – *Goals*

1. Build Community

A. Maintain an open and welcoming environment that is inclusive to all members of the campus community (students, staff, faculty, and community). 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*

- In March of 2020, all in-person UPC events were cancelled for the remainder of the 2020 Spring Semester. If possible, these cancellations were fulfilled by virtual events
- Staple UPC events such as Welcome Week and Crimson Nights were converted into completely virtual events
- The Union saw a drastic decrease in early March and all throughout April of pedestrian traffic through its doors. This was entirely due to the COVID-19 restrictions placed on March 5th limiting access and implementing social distancing regulations on campus

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).

- UPC marketing became less dependent on physical and direct marketing due to the decreased number of students on campus for Fall 2020. This pushed the Marketing Board to focus on social media tactics and practices.

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- During the summer of 2020, UPC's Marketing Board increased Instagram followers by over 20%. In turn, this also increased the average number of interactions with posts (likes, comments, etc.)
- UPC's Freshman Ambassador Board created a new Instagram account that catered towards incoming freshman and promoted leadership and involvement opportunities for the Fall 2020 Semester
- The Union Programming partnered with the Center for Student Wellness, Financial Wellness Center and Scholarships and Financial Aid to provide new and diverse events in addition to our traditional events focusing on student engagement, learning, and building a sense of community

2. Facility

A. Provide venues, rooms, offices, and space for our customers (students, staff, faculty, and community) all while maintaining COVID-19 health and safety standards. This goal aligns with Student Affairs Objective 3 (See above)

- With the implementation of COVID-19 restrictions, most events after March 5th were cancelled due to health and safety concerns
- The Union Services, Recreation, and Gardner Commons desks made changes to their policies as a response to COVID-19 restrictions in order to create a safe and healthy environment within the Union space
- The Union has completed the remodel of the Union Recreation, area formerly named Crimson Commons, adding new games, vending machines, and lounging spaces
- The Union has added new offices and spaces to the building. These include the Office of Diversity and Inclusion, TRiO, and the Office of Inclusive Excellence

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 student services, assessment, and communication*
5. *Promote the effective use of the best practices in Student Affairs departments, programs, and services*

- The Union continued to upgrade display screens and projectors throughout the building. This year, our theater space saw a major upgrade in the form of a new projector and built-in display controls
- We continued to add to our camera surveillance system slowly shifting into cloud based camera footage storage
- The Union has been constantly replacing and upgrading broken and outdated sound equipment making it possible to host events without contracting out for that equipment

C. Increase sustainability in our day-to-day operations. This goal aligns with Student Affairs Objective 5 (See above).

- We continued to use green/natural drainage to keep our drains clear
- We continued to install more LED lighting in lieu of fluorescent
- The Union partnered with Campus Dining to increase recycled products in the Union food court
- With the support of the Office of Sustainability, we continued to enhance the amount of educational signage related to recycling on campus throughout the building

3. 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).

- While maintaining COVID-19 safety and health policies we 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 with a strong focus on our virtual space.
- With COVID-19 restrictions we have focused and maintained the use of an online help desk software to respond to customer's questions via text and online chatting as well as keeping our website up-to-date with closure dates and important information pertaining to Union scheduling.
- To communicate the ongoing changes from the COVID-19 pandemic the Union created a new webpage, union.utah.edu/covid-19, to house all the changing information and directed the campus community to that page using social media accounts, our email database, and physical signage.
- The Union has added a new monitor screen at the East entrance of the building with commuter and navigation information which includes live shuttle and bus tracking across campus.

4. Leadership and Learning Opportunities

A. Increase leadership opportunities available to both students and staff. This goal aligns with Student Affairs Objectives 1, 2, 3, and 5 (See above).

- Two members from the UPC Freshman Ambassador Board were hired to serve as Directors for the 2019-2020 academic year
- Ten members from the UPC Freshman Ambassador Board were hired to serve as Associate Directors for the 2019-2020 academic year

B. Promote Diversity Awareness. This goal aligns with Student Affairs Objective 5 (See Above)

- The Union Administration full-time, salaried staff members and several student employees completed the Intercultural Development Inventory. Subsequent individual conversations were held by an IDI Qualified Assessor with each person who completed the inventory. The Union Administration Staff also completed an IDI Group Feedback Session in collaboration with the Office for Inclusive Excellence.
- The Union Administration Office and Union Programming Council once again partnered 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)

- We trained students with the aim to empower them to make decisions
- Maintain a welcoming environment and an open door policy for all students
- Weekly meetings to stay connected
- Foster relationships based on respect and trust
- Share other leadership development opportunities on campus when appropriate

D. Role in leadership opportunities (student employees, UPC, Graduate Assistants, scholarships.) This goal aligns with Student Affairs Objectives 1, 2, and 5 (see above).

- Sent six student leaders to the 2019 ACUI Regional Conference at the University of Nevada, Reno.
- Multiple students served on the Union Scholarship Celebration Committee as well as the Union Board.

5. Development

A. Community Outreach. This goal aligns with Student Affairs Objective 5 (see above)

- The fundraising efforts continue to increase, grossing \$227,466 this year.
- Union Scholarships provides two scholarships specifically for refugee students, such as our Refugees Connecting Our Community Scholarship and New American Scholarship. The Union Scholarship Fund provides many other scholarships to support underrepresented students. The scholarships are The American Indian Resource Center and Union Student Leader Scholarship, Maria Isabel Reyes Memorial Scholarship, and Dreamers Connecting our Community Scholarship.
- We continue to focus on scholarship awards and collaborative opportunities that benefit traditionally underrepresented students from low SES backgrounds.
- Piloted the monthly All Roads Lead to the Union e-newsletter to inform campus and community partners of Union activities, resources, and updates

B. Endowments. This goal aligns with Student Affairs Objective 5 (see above).

- The Union Scholarship Fund has maintained its \$100,000 a quasi-endowment. We have begun to acquire interest on this endowment for over \$1500 during the fiscal year

C. Programming Support. This goal aligns with Student Affairs Objectives 3 and 5. (See above)

- We completed the tenth edition of *Your Campus Life* publication, grossing \$16,950 through sponsorships and advertising
- The Union's advertising revenue was decreased from \$116,923 to \$74,128 through sponsorship and advertising due to the impacts of COVID-19

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- UPC hosted a movie fundraiser, two restaurant fundraisers, and sold haunted house tickets at the services desk where all benefits went toward the Union Scholarship Fund. UPC also hosted two Scholarship Workshops to bring more awareness of the Union Scholarships

6. Staff Excellence and Education

A. Goals:

- Support professional development for full time staff and our graduate assistant
- Each full time staff member and graduate assistant will serve on a non-Union University committee
- One staff meeting each month will have a professional development education session included
- Facilitate a beginning and end of year satisfaction assessment

REPORT 3: RETENTION & GRADUATION, UTILIZATION DATA, DIGITAL REPORT

Few scholarships embody the mission of the University of Utah more truly than the Union Scholarship program."

- Vincent Fu, 2016 Union Student Leader Scholarship

I. Retention and Graduation

1. Scholarships

- The Union Scholarship program gave out a variety of scholarships to over 25 students in 2019. These Scholarships include the Union Student Leader, Graduate School & Union Student Leader, American Indian Resource Center, Dreamers Connecting our 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
- In 2020, the Union Scholarship program gave out scholarships to over 42 students. In addition to the ones given out in 2019, the following scholarships were added to this year's awards: Crimson Transfer Honors Society, New American, Union Scholarship for Military & Veteran Spouse, and Youth Clinic Utah Young Humanitarian Award

2. Graduation and Retention

- The Union Scholarship Fund has awarded 145 scholarships to undergraduate and graduate students in the past ten years, including the current fiscal year. Of those 145 scholarships, three students did not complete their education, 82 students are currently enrolled in classes, and 60 students have graduated
- The majority of the 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 145 students, there is a 41% graduation rate and a 57% retention rate. The remaining 2% accounts for the three students that have not yet complete their college education

II. Utilization Data

1. Union Annual Events and Scheduling Information – Union

Booking Type	Fiscal Year 2019	Fiscal Year 2020	% Change (19-20)
Meetings	3,303	2,477	-25%
Programs	1,597	1,104	-31%
Classes	1,530	1,006	-30%
Testing	17	12	-29%
Other	1,996	1,078	-50%
Total¹	8,443	5,677	-33%
Customer Type	Fiscal Year 2019	Fiscal Year 2020	% Change (19-20)
Students – A	1,793	1,423	-21%
University – B	6,335	3,952	-38%
Student/University with Fee – C	180	222	23%
Off-Campus - D	135	90	-33%
Total	8,443	5,677	-33%
Attendance	Fiscal Year 2019	Fiscal Year 2020	% Change (19-20)
Meetings	96,942	54,434	-44%
Programs	189,414	45,787	-76%
Classes	78,636	63,490	-19%
Testing	549	247	-55%
Other	8,715	5,193	-40%
Total²	374,256	169,151	-55%

¹ All classes went online in March and all events, meetings, and convocations were cancelled due to COVID-19 restrictions

² Orientation moved to Gardner Commons for their second day. All classes moved to online format in March

2. Union Annual Events and Scheduling Information – Gardner Commons

Customer Type	Fiscal Year 2019	Fiscal Year 2020	% Change (19-20)
Students – A	207	285	38%%
University - B	278	243	-12.6%
Student/University with Fee – C	2	2	-
Total	487	530	8.8%
Attendance	Fiscal Year 2019	Fiscal Year 2020	% Change (19-20)
Students – A	4017	3450	-14.1%
University - B	5664	6252	10.4
Student/University with Fee – C	18	60	-
Total	9699	9762	0.7%

3. Union Annual Events and Scheduling Information – Requests Unable to Accommodate

Room Type	Requests 2019	Requests 2020	% Change (19-20)	Potential Attendees Lost (2020)
Large Rooms ³	191	112	-41.4%	5600
Medium Rooms ⁴	228	172	-24.6%	10320
Small Rooms ⁵	255	217	-15%	4340
Totals	674	501	-25.7%	20761

³ Saltair and the Ballrooms

⁴ Theatre, Parlor A, Collegiate, Panorama East, and Crimson View

⁵ 311, 312, 319, 323, Den, Parlor B

4. Pedestrian Traffic through Union Entrances

Date	West	Northeast	Southeast	Main	Union Rec.	Total
July 2019	13,153	712	12,748	20,677	3,921	51,211
August 2019	28,718	1,086	32,277	36,723	12,108	110,913
September 2019	28,100	1,126	31,203	32,570	8,834	101,833
October 2019	26,985	1,179	30,050	26,610	9,066	93,890
November 2019	21,881	1,282	22,590	29,396	6,890	82,039
December 2019	10,441	653	9,768	20,549	3,006	44,417
January 2020	27,594	1,292	20,282	40,475	6,323	95,975
February 2020	23,196	1,259	17,292	38,254	6,120	86,121
March 2020 ⁶	8,058	500	6,965	15,289	3,020	33,832
April 2020 ⁷	119	19	130	3,192	89	3,549
May 2020	375	18	149	4,610	218	5,370
June 2020	166	26	106	5,436	196	5,930
Total⁸	188,787	9,152	183,560	273,781	59,800	715,080

⁶ Due to COVID-19 restrictions, the Union was closed from March 25th-April 20th

⁷ The building was closed for the majority of April and the only people entering were those receiving food from the Feed U Pantry. It is also worth noting that between March and April 2020, we saw a drop off of 30,000 people entering the Union building.

⁸ Overall, a significant drop from last year is very much expected due to the COVID-19 Restrictions and the move to an online space

5. Union Programming Council – Student Directors 2019-2020

UPC/ Union Board Director Position	Student Name	Major
Executive Director	Austin Matsuura	Business Management
Crimson Nights Director	Sarah Cronin	Geoscience
Development Director	Bailey Johannsen	Biomedical Engineering
Community Service Director	Dominic Paulos	Kinesiology
Freshman Ambassador	Sonia Sehgal	Biology
Arts & Special Events	Natalie Battad	Operations and Supply Chain
Marketing	Joseph Nelson	Finance
Feed U Pantry	Benjamin Chenot	Biology
Utah Asia Campus	Lean Agravante	Psychology

6. Union Programming Council – Crimson Nights Attendance

Crimson Nights	2018-2019	2019-2020	% Change (19-20)
August	4,487	3,858	-14%
August	NA	NA	-
September	NA	NA	-
October	1,794	1,158	-35%
November	NA	NA	-
December	NA	NA	-
January	NA	794	-17% ⁹
February	962	NA	-
March	513	NA	-
April	NA	NA	-
Yearly Totals¹⁰	7,756	5,810	-25.1%

⁹ This is the percent change from February 2019 and January 2020

¹⁰ The last Crimson Night of the year was cancelled due to COVID-19 restrictions. This was replaced with an online *Trivia Night* event

7a. Union Programming Council – Activity Attendance 2019-2020

Activity	Attendance	Date	Board
Welcome Week	15,000	8/19 – 8/23	Community Services
Utah vs BYU Watch Party	1,000	8/9	Union Programming Council
Community Aid Drive	90	9/16	Community Service
Meal Prepping on a Budget	47	9/18	Feed U Pantry & Personal Money Management Center
Oktoberfest	424	10/2	Arts & Special Events
Falling for U	348	10/15	Freshman Ambassador Board
Keeping U Safe – Bystander Intervention	14	10/17	Executive
Family Frightfest	558	10/23	Community Service
Off Campus Housing Fair	250	10/29	Executive
Scholarship Workshop	21	10/29	Development
A Hogwarts Halloween	245	10/30	Arts & Special Events
Beanies and Blankets	48	11/6	Development
Union After Dark	67	11/17	Crimson Nights & FAB
Operation Christmas Box	101	11/13	Community Service
Scholarship Workshop	25	11/18	Development
Off-CAMPus	172	11/19	Freshman Ambassador Board
Feed U Cooking Demo	56	11/21	Feed U Pantry
Frozen II Screening	175	11/21	Development
Bob Ross Paint Nite	36	11/25	Arts & Special Events
Turkey Bowl	43	11/27	Executive
Food For Finals	234	12/3	Development & Feed U Pantry
Getting to Snow U	170	1/14	Freshman Ambassador Board
Union After Dark	68	1/15	Arts & Special Events & Community Service

7b. Union Programming Council – Activity Attendance 2019-2020 (Cont.)

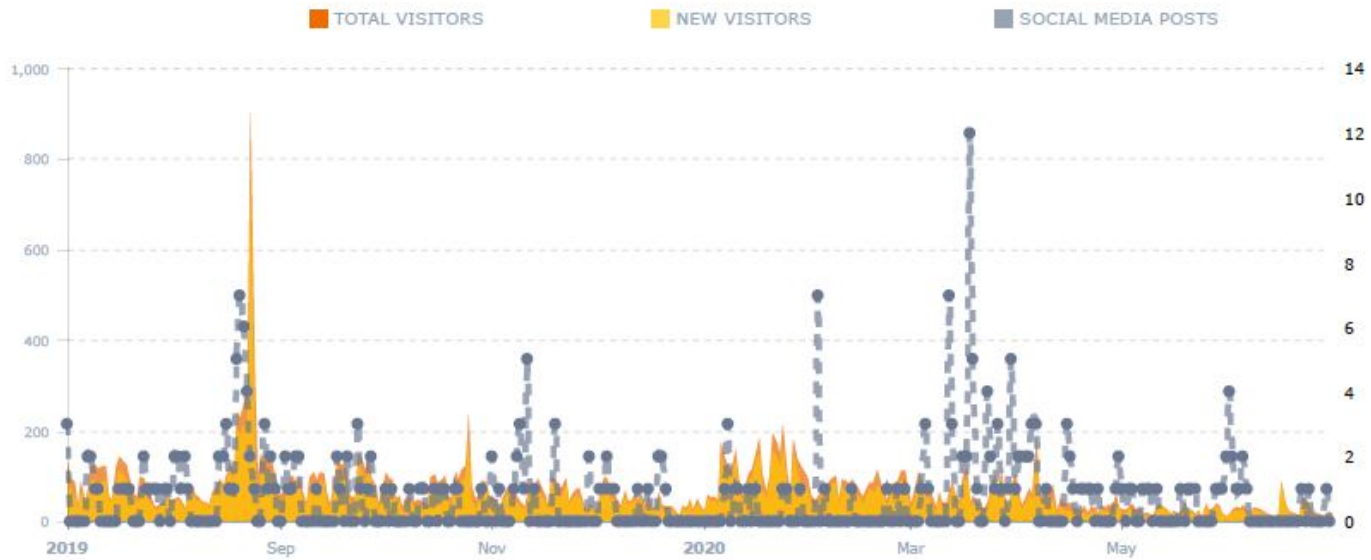
Activity	Attendance	Date	Board
Feed U Cooking Demo	41	1/30	Feed U Pantry
Soups and Socks	44	2/5	Community Service & Feed U Pantry
Palentines Day	149	2/14	Arts & Special Events
Feed U Cooking Demo	80	2/20	Feed U Pantry
U Nights	310	2/20	UPC, ASUU, and RHA
CSPAN Bus	40	2/27	Executive
Financial Literacy Workshop	204	2/27	Executive
Union After Dark	76	2/27	Feed U Pantry & Development
Off Campus Housing Fair	240	3/3	Executive
Sexual Assault Panel	77	3/3	UPC & Beta
Bags to Beds	67	3/5	Community Service
St. Patrick's Day – <i>Cancelled</i>	-	-	Freshman Ambassador Board
Keeping U Safe Safety Fair – <i>Cancelled</i>	-	-	Executive
Family Springfest – <i>Cancelled</i>	-	-	Community Service
Finance Seminar – <i>Cancelled</i>	-	-	Community Service
Get Crafty – <i>Cancelled</i>	-	-	Arts & Special Events
Cooking Demo – <i>Cancelled</i>	-	-	Feed U Pantry
Union After Dark – <i>Cancelled</i>	-	-	Executive & Marketing
Yoga Night with SL Power Yoga	33	4/1	UPC
FAB Event – <i>Cancelled</i>	-	-	Freshman Ambassador Board
ASE Event – <i>Cancelled</i>	-	-	Arts & Special Events
Virtual Trivia Night	19	4/17	Crimson Nights
Yoga Night with SL Power Yoga	28	4/22	UPC
Total¹¹	26,410	-	-

¹¹ Several events in March and April were cancelled due to COVID-19 restrictions.

III. Digital Media

Website Traffic -

VISITOR GROWTH



WEBSITE VISITOR METRICS


Total Visitors	26,699
New Visitors (67.26%)	20,712
Returning Visitors (32.74%)	10,081
Total Page Views	53,361
Total Sessions	30,793

NUMBER OF SESSIONS
DECREASED BY


↓ 53.89%

SINCE PREVIOUS PERIOD


Website Activity Overview




All Web Site Data




PAGE VIEWS
53,361



VISITS
30,793



BOUNCE RATE
68%




TOP BROWSERS

Browser	Count (Percentage)
Safari	17,757 (57.7%)
Chrome	9,513 (30.9%)
Safari (in-app)	1,699 (5.5%)
Samsung Internet	630 (2.0%)
Android Webview	463 (1.5%)
Firefox	241 (0.8%)
UC Browser	216 (0.7%)
Internet Explorer	92 (0.3%)

TOP OPERATING SYSTEMS

OS	Count (Percentage)
IOS	21,313 (69.2%)
Android	7,794 (25.3%)
Windows	1,108 (3.6%)
Macintosh	419 (1.4%)
(not set)	87 (0.3%)
Linux	56 (0.2%)
Chrome OS	10 (0.0%)
BlackBerry	4 (0.0%)

Visitors from United States using Safari on IOS appear to be a leading force among your website visitors.





Audience Growth - University Union - University of Utah

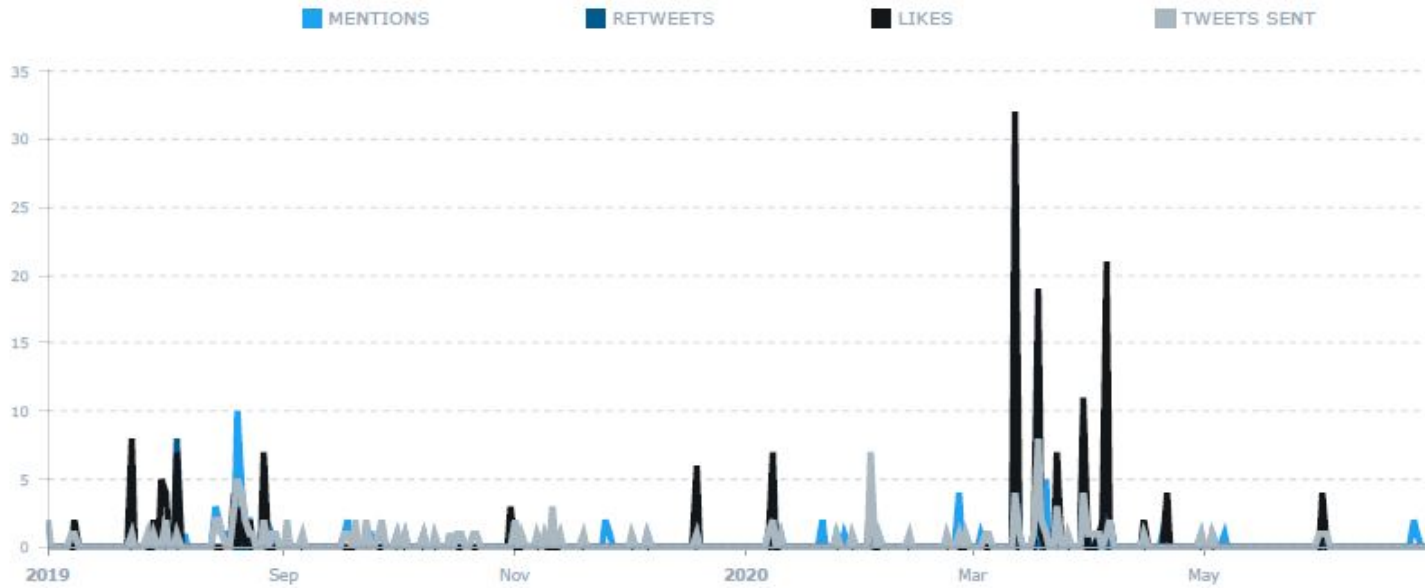
AUDIENCE GROWTH METRICS

Total Fans	2,269
Paid Likes	0
Organic Likes	186
Unlikes	-110
Net likes	76



Audience Engagement - UnionUofU

AUDIENCE ENGAGEMENT BY DAY




ENGAGEMENT METRICS

Mentions	96
Retweets	54
Likes	170
Tweets Sent	92
Total Engagements	320

TOTAL ENGAGEMENTS
DECREASED BY

↓ 16.67%

SINCE PREVIOUS PERIOD



Instagram Activity Overview

	 FOLLOWERS 4,358	 FOLLOWING 3,693	 POSTS 244
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Posts - University of Utah Union (unionuofu)

TOP INSTAGRAM POSTS



Likes 156

Comments 3



Likes 106

Comments 9



Likes 107

Comments 0



Likes 105

Comments 1

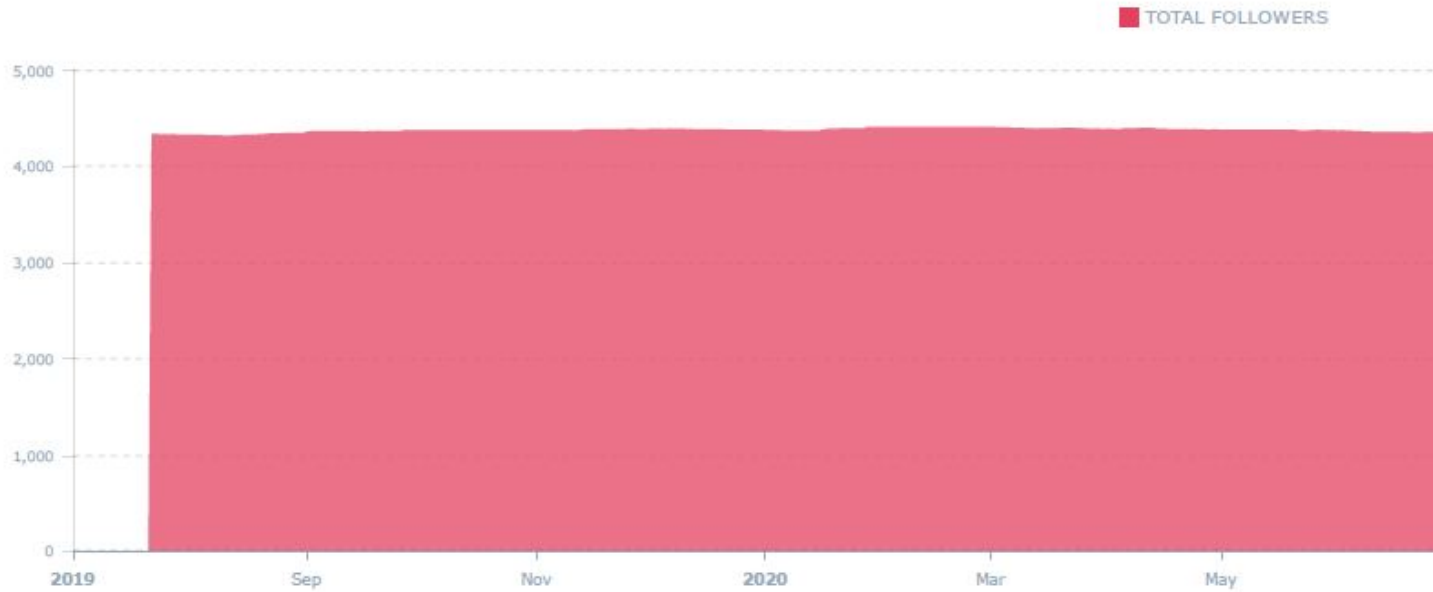


Likes 100

Comments 4

Audience Growth - University of Utah Union (unionuofu)

AUDIENCE GROWTH BY DAY




FOLLOWER METRICS

Total Followers	4,358
Followers Gained	-6
Total You Follow	3,693
People You Followed	-3,315

YOUR FOLLOWERS DECREASED BY

↓ 0.14%

SINCE PREVIOUS PERIOD



REPORT 4: STAFF EXCELLENCE, ANTI-RACISM PLAN, AND PLAN FOR THE FUTURE

I. Staff Excellence

- Development and Involvement Overview

- Union Student Leadership and Staff

- 8 Building Managers
- 2 Desk Managers
- 1 Union Recreation Manager
- 1 Assistant Events Coordinator
- 1 Assistant Events and Accounting Coordinator
- 1 Union Programming Council (UPC) Executive Director
- 8 Union Programming Council (UPC) Directors

- Union Board

- 16 Student Leaders
- 13 Staff & Faculty Members

- Professional Development Workshops

- Microaggression Workshop
- Overshadowed Persistence – *Prepared by the Dream Center*

- ACUI Regional IV Conference – *University of Nevada, Reno*

- 5 Staff Members
- 4 Student Leaders
- 1 Graduate Assistant

- Other Development Opportunities Attended

- PAC-12 Union Directors Meeting
- Union Scholarship Celebration Committee

B. Committee Memberships, Leadership Roles, Training, and Conference Attendance

Name & Position	Committees, Leadership Roles, Trainings, and Conferences
<p>Whit Hollis – <i>Union Director</i></p>	<ul style="list-style-type: none"> • Member of the Union Board Committee (Voting Member) • Union Visioning Task Force • Gardner Commons Steering Committee • ACUI Regional IV Conference Attendee • Intercultural Diversity Inventory (IDI) Training • Microaggression Training • Overshadowed Persistence Workshop • Vice Presidential Debate Student Subcommittee
<p>Branden Dalley - <i>Senior Associate Director of Operations & Director of Development</i></p>	<ul style="list-style-type: none"> • Chair of Union Scholarship Fund and Celebrations • Co-Chair of the Student Affairs Diversity Committee • Member of the Basic Needs Center Committee • Member of the Union Board Committee (Voting Member) • ACUI Regional IV Conference Attendee • Intercultural Diversity Inventory (IDI) Training • Microaggression Training • Overshadowed Persistence Workshop

<p>Ashlee Christofferson –<i>Assistant Director of Programming</i></p>	<ul style="list-style-type: none"> • Co-Chair of Student Affairs Professional Development Committee • Member of Women’s Leadership Summit Committee • Member of the Basic Needs Center Committee • Member of the University of Utah Police Department Fall Safety Event Committee • Member of Union Scholarship Selection and Celebration Committee • Member of the Union Board Committee (Voting Member) • ACUI Regional IV Conference Attendee • Utah Higher Education Food Summit Conference Attendee • Intercultural Diversity Inventory (IDI) Training • Microaggression Training • Overshadowed Persistence Workshop
<p>Jeremy Wilkerson – <i>Assistant Director of Marketing</i></p>	<ul style="list-style-type: none"> • Member of the Union Board Committee • University of Utah Communications Council • Union Administration Green Team • Union Leadership and Scholarship and Fundraising Committee • Union Scholarship Review Committee • ACUI Regional IV Conference Attendee • Intercultural Diversity Inventory (IDI) Training • Microaggression Training • Overshadowed Persistence Workshop

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<p>Andree Boggess – <i>Events & Scheduling Supervisor</i></p>	<ul style="list-style-type: none"> • Member of Union Scholarship Fund & Logistics Committee • Member of Union Leadership Scholarship Review Committee • Farmer’s Market Committee • Intercultural Diversity Inventory (IDI) Training • Best Practices for Implementing Social Distancing on Campus • Best Practices for Social Distancing in the Office • Practical Tips for using EMS to Adapt to the New Normal
<p>Deanna Johnson – <i>Union Accountant</i></p>	<ul style="list-style-type: none"> • HR Roundtable • Union Leadership and Scholarship and Fundraising Committee • Union Scholarship Review Committee • Volunteer for Employee Appreciation Day • Volunteer for Feed U Pantry • Intercultural Diversity Inventory (IDI) Training
<p>Bronson McAllister – <i>Senior Events Coordinator</i></p>	<ul style="list-style-type: none"> • Member of Union Scholarship Fund & Logistics Committee • Member of Union Leadership Scholarship Review Committee • Farmer’s Market Committee • Best Practices for Implementing Social Distancing on Campus • Best Practices for Social Distancing in the Office • Practical Tips for Using EMS to Adapt to the New Normal
<p>Hamza Yaqoobi – <i>Development & Communication Specialist</i></p>	<ul style="list-style-type: none"> • Union Scholarship Celebration Committee • Union Scholarship Review Committee • Communications Director – Afghan American Cultural Society

C. Presentations & Publications

- Presentations

- **Whit Hollis** – Campus Safety from the Union Perspective: Past, Present, and Future
- **Branden Dalley** – Online Presentation for NASPA Financial Wellness Conference

D. New Hires and Retirements

- New Hires

- **Brooke Shell** – *Business Manager*
- **Bronson McAllister** – *Senior Event Coordinator*
- **Hamza Yaqoobi** – *Development & Communications Specialist*
- **Ben Crookston** – *Facilities & Operations Manager*

- Retirements

- **Jim Grierson** - *Business Manager*
- **Houshang Beik** – *Facilities & Operations Manager*
- **Karol Conrad** – *Events Supervisor*
- **Richard Kanyuck** – *Maintenance & Setup Worker*

II. Anti-Racism Plan

A. Goals

The following goals are drawn from and align with 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.**
- Our goals at the Union align with those addressed by 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* outlined by the Office of Equity, Diversity, and Inclusion
 - We aim to address the rise in 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 towards a more equitable and inclusive space for all students, faculty, and staff at the Union

B. Resources Within the Union

1. 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 new and old spaces within the Union.
 - The Dream center and Office of Inclusive Excellence have been added to the Union space
 - 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 our campus community
2. 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

C. Plans for the Future

1. We, as student employees, faculty, and staff, plan to participate in trainings and educational sessions such as Friday Forums, Reframing the Conversation, and other future informational discussions.
2. We plan to address and commit to the following actions as outlined by the Call to Action put forth by the Office of Equity, Diversity, and inclusion:
 - Partner with our public safety and student affairs colleagues to develop workshops where we can participate in creating a new model of community policing
 - 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
 - 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

III. Plan for the Future

- Anticipated Challenges

1. The A. Ray Olpin Union Building is nearly 63 years old and has some considerable associated 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. Overall, the Union is a facility that has nearly reached its limit in terms of use and expansion.
2. 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.
3. 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 as a means to combat the accessibility issues.
4. COVID-19 has put a lot of financial and social strains on the Union community as a whole as well as the entirety of the University of Utah community. The initial shift to an online space has been difficult for us and for the rest of the University communities. Nonetheless, we are working towards implementing better social distancing regulations and sanitary guidelines on a daily basis as there is always room for improvement. Over the next years leading up to the new Union building, we anticipate the negative effects of the COVID-19 restrictions to stay with our Union community as we continue to go about our daily efforts in maintaining a safe and friendly in-person and online environment for every student.

- Anticipated Opportunities

1. The new Student Success Center comprised of the Office of Inclusive Excellence, TRIO Programs, and the Office for Diversity and Inclusion, has been completed. We anticipate that with the inclusion of these new offices in the Union, we will see more engagement opportunities for our students and staff as well as further define the Union as the University community center.

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2. Funding has been approved to bring the Basic Needs Center into the Union which will be accessible to the Union and Campus community.
3. With the new COVID-19 policies in place, we anticipate and plan on having meetings, development workshops, and Union Programming Council events to be moved entirely into a virtual setting. With these changes, we have worked towards improving and maintaining proper online staff expectations and etiquette when interacting through the online space. We expect to improve the quality of interactions and participation of our online spaces as we progress through the following year in order to accommodate our students and staff.

- Gifts/New Revenue

1. 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.