

UNION ADMINISTRATION ANNUAL REPORT

2022

2023

ROLE OF THE COLLEGE UNION

The following statement is based on the Role of the College Union, 1996, Association of College Union 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.”

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THE MISSION

We support student well-being and success through cultivating a diverse and welcoming environment that provides social, cultural, leadership, and co-curricular opportunities.

CAMPUS INFO

The Union serves as an information hub for campus and welcomes visitors who are looking for a variety of services found in the building.



706,481
 GENERAL VISITORS
 IN THE BUILDING

4,166
 SERVICES DESK
 GUESTS ASSISTED

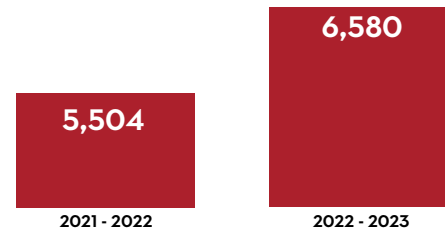
PROGRAMMING

The Union Programming Council (UPC) is comprised of 7 student-led boards that plan and hold co-curricular and entertaining events for students at the Union.

EVENTS & SCHEDULING

The Union holds a variety of meetings, events, and conferences with a focus on **servicing the campus community**.

75
 EVENTS WITH
43,834
 ATTENDEES



Events & Scheduling
INCREASED RESERVATIONS BY 9%

FEED U PANTRY

The food pantry **services the campus community members** who need basic supplies such as food and hygiene items.



13,311
 PEOPLE
 SERVED

43,834 POUNDS
 OF FOOD DISTRIBUTED

SCHOLARSHIPS

The Union has a growing scholarship fund and an endowment with a focus on marginalized populations on campus.

\$202,640 AWARDED IN 2022-2023

\$843,365 AWARDED SINCE 2011

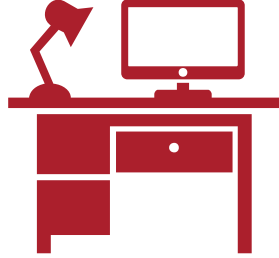
60 SCHOLARSHIP RECIPIENTS IN 2022

SPACE CULTIVATION & MAINTENANCE

The Union cultivates spaces to **create and foster community building** on campus.



**RECREATION
 CENTER**



**23
 OFFICE SUITES**



**LOUNGES
 ON EVERY LEVEL**



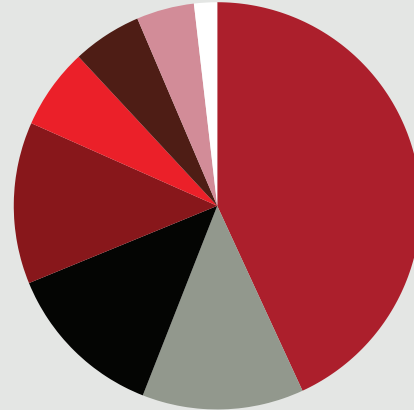
**15
 MEETING SPACES**

STUDENT INVOLVEMENT & CO-CURRICULAR OPPORTUNITIES

The University offers a variety of leadership and co-curricular opportunities for students.

109 STUDENTS INVOLVED

- Union Programming Council (79)
- Union Services Desk (14)
- Union Recreation (14)
- Union Building Managers (14)
- Union Event Managers (5)
- Area Leader Positions (7)
- Union Fellows (6)
- Assistant Marketing Specialist (2)



DIGITAL MEDIA



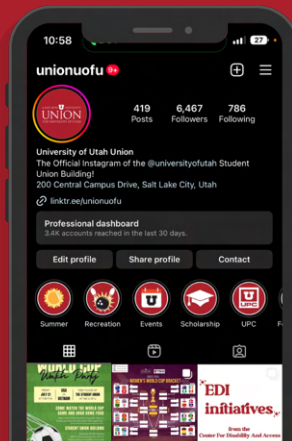
**1,178
 NEW FOLLOWERS**



**217
 NEW FOLLOWERS**



**20
 NEW FOLLOWERS**



**100K+ REACH
 ACROSS ALL PLATFORMS**



**56,054
 WEBSITE
 VISITORS**



**237,855
 WEBSITE
 PAGE VIEWS**

1. IMPROVE TECHNOLOGY INFRASTRUCTURE

The Union has upgraded audio systems in event spaces, updating to the latest microphones and speakers.

Live streaming technology was also added in the Union.

THE UNION BROADCASTED 6 EVENTS IN THE 22-23 YEAR



2. IMPROVE STRATEGIC COMMS

This year, our department transitioned internal communication to Microsoft Teams. A slide deck, in-person training sessions, and one-on-one meetings were held to ensure a smooth transition which was measured using ease-of-use and staff knowledge scores. By November 20th, 2022, all employees, fellows and student leaders had transitioned to Teams.

3. IMPROVE MEANINGFUL CONNECTIONS & BELONGING

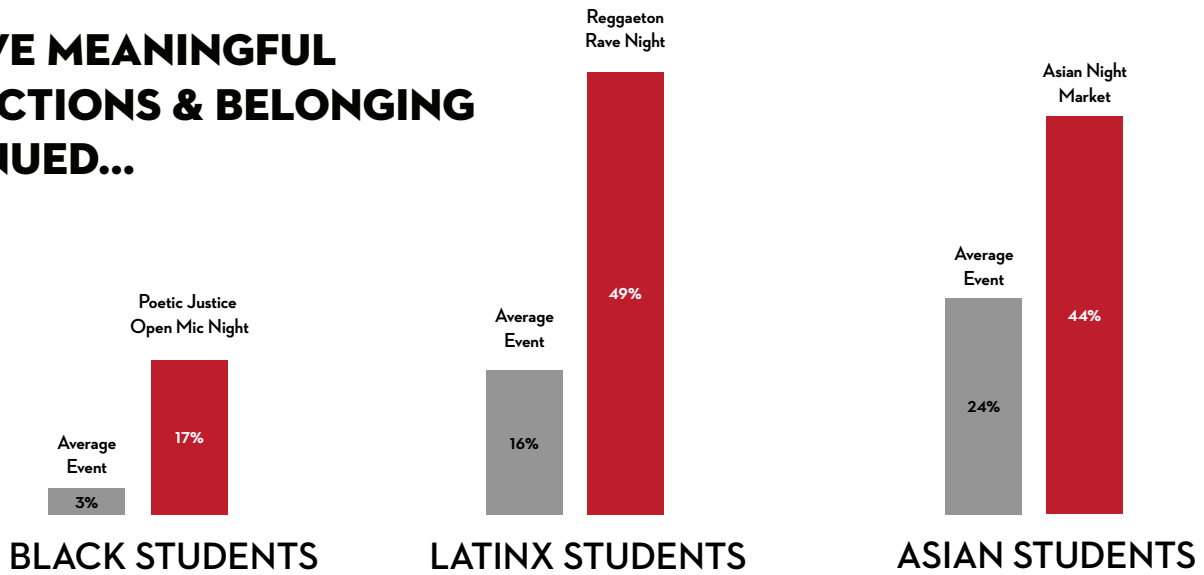
The Union Programming Council, in partnership with multiple student organizations and departments, planned a variety of programs throughout the year focused on historically underserved populations. After analyzing the attendance demographic data we saw a significant change. For the Poetic Justice Open Mic Night, in collaboration with the Black Cultural Center, we saw a 466% increase of students who identify as Black compared to the average demographic data collected at the Union Programming Council events.

For the Reggaeton Rave Night, in collaboration with the LatinX

Student Union, we saw a 206% increase of students who identify as LatinX. For the Asian Night Market, we saw a 83% increase of students who identify as Asian.



IMPROVE MEANINGFUL CONNECTIONS & BELONGING CONTINUED...



4. PROMOTE DIVERSITY AWARENESS

To promote diversity awareness, the Union started an ongoing event series named the State of the Union, where departments housed in the Union shared their Equity, Diversity, and Inclusion initiatives. This event helped to increase transparency with students and the larger community, build accountability, foster collaboration between departments, and increase communication and engagement with students. 22 out of 26 departments in the Union participated and we will measure the success of these events based on how many individuals attend and give feedback.

In the Union's anti-racism plan, it was implemented that full-time staff will attend at least one training or educational session monthly

with an emphasis on diversity, equity, and inclusion. We also created a form so that student employees can be compensated when they attend training or events that increase cultural competency and/or promote equity, diversity, and inclusion. Students could apply for that compensation using the form we created starting July 1st, 2023. We will measure the success of this initiative by regularly assessing our staff using the Intercultural Conflict Communication Style Inventory, a training offered by the Office of Inclusive Excellence.

To ensure that our office is emulating the inclusive environment that we strive for, the Union leadership team created an anonymous Qualtrics form in which student employees or staff can voice their concerns or if they experience any racism or incidents of bias at the Union. We will measure the success of this initiative based on the usage of the form and successful changes made as a result of the submissions.



5. SECURE & MAINTAIN ENDOWMENTS

This was the second year of the Feed U Pantry and Whit Hollis LGBTQ+ advocacy scholarships. We have successfully raised enough money for both scholarships to allow us to set up endowments. This will ensure the longevity of these important scholarships and provide us the opportunity to continue to support the educational dreams of students in financial need who are doing exceptional work in the areas of food insecurity and LGBT advocacy.

6. INCREASE SOCIAL MEDIA ENGAGEMENT



2,830+ NEW FOLLOWERS
ACROSS ALL PLATFORMS

100K+ REACH
ACROSS ALL PLATFORMS

THE UNION

set goals to increase social media engagement. By capturing events & interacting in the digital realm, we increased our engagement with our student population hitting record follower numbers.



Dogs & Donuts
UPC Event



Unstoppable Drag Show
Pride Week 2023

SUMMARY OF STRATEGIC INITIATIVES

In analyzing our demographic information for Union programs, it became evident that there is a population that attends numerous events each year and examining their experiences would be valuable information for future programs. We intend to build off this past year's initiative and explore the students' sense of belonging and overall experience next year.

By engaging the Union residents in a town hall meeting as part of this past year's initiative to promote diversity awareness, it became clear that additional collaboration and joint programs would be something worth pursuing next year. We are continuing this initiative

and adding an assessment component to determine if the intended outcomes are being met.

The Union invested in infrastructure equipment to produce higher caliber events and programs and through our assessment of customer satisfaction, we will continue to make specific improvements to meet the needs of existing and potential customers, according to their needs. Additionally, a more robust survey will be developed next year to better understand general meeting and event satisfaction.

THE UNION
 saw growth this year in a
 variety of areas including:



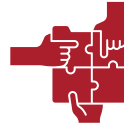
RESERVATIONS



PROGRAMS



BUILDING USERS



COLLABORATIONS



COMMUNITY ENGAGEMENT



**THE UNION & UNION PROGRAMMING COUNCIL
 PRODUCED A RECORD NUMBER OF EVENTS.**

1. FUNDRAISING



SEPTEMBER 2022

Union Scholarship Celebration
 The theme was, "The Future is Bright!"



A. RAY OLPIN UNIVERSITY
UNION
 SCHOLARSHIPS

FEBRUARY 2023 SCHOLARSHIP SPEAKER SERIES

Kyle Whittingham was our inaugural speaker.

APRIL 2023 DUNKIN' & DONUTS FOR SCHOLARSHIPS

Raising scholarship funds with a smile and a splash!

**GRAND TOTAL FOR ALL
 2022-2023 FUNDRAISING:**

\$195,013

UNION PROGRAMMING COUNCIL FUNDRAISERS

- Your Campus Life Publication | Summer 2022
- Welcome Week Tabling Fee | August 2022
- Bowling | November 2022
- Panda Express | November 2022
- Chick Fil A | December 2022
- Chipotle | January 2023
- Space Tea Fundraiser | February 2023
- Sweating for Scholarships (Hot Yoga) | February 2023
- Pi Day | March 2023
- Noodles & Co | March 2023
- Bollywood Zumba Class | March 2023
- Sweating for Scholarships (Cycling) | March 2023
- Union Pickleball Slam | April 2023

2. SCHOLARSHIP PROGRAM

A LITTLE HISTORY...

Started in 2011, the Union Scholarship Fund has provided countless scholarships for underrepresented students in order to continue their college education. These scholarships promote student leadership and community engagement within our campus community - one of the primary missions of the A. Ray Olpin Union.

**245 STUDENTS
 SUPPORTED SINCE 2011**



**\$843,365+ AWARDED
 IN SCHOLARSHIPS**



**OUR PROGRAM SUPPORTS A DIVERSE RANGE OF STUDENTS
 ATTENDING THE UNIVERSITY OF UTAH, INCLUDING:**

 **STUDENT LEADERS**

 **SOCIAL JUSTICE
 ACTIVISTS**

 **REFUGEES**

 **DREAMERS**

 **VETERANS**

 **TRANSFER
 STUDENTS**

 **FIRST-GEN
 STUDENTS**

 **NATIVE
 AMERICANS**

 **HUMANITARIANS**

 **FUTURE ALUMNI**

 **GRADUATE
 STUDENTS**

 **STUDENTS WORKING TOWARDS
 ENDING FOOD INSECURITY**

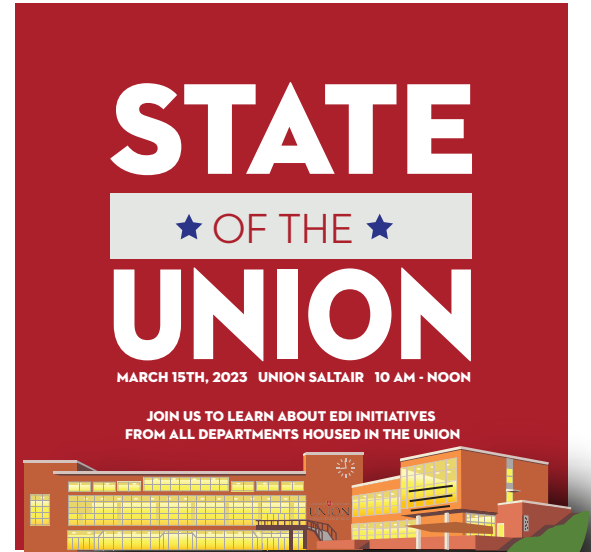
**THE THEME FOR THE 2022
 SCHOLARSHIP CELEBRATION
 WAS, "THE FUTURE IS BRIGHT"**



3. STATE OF THE UNION

TO PROMOTE DIVERSITY AWARENESS, we hosted the State of the Union, a town hall meeting that allowed departments housed in the Union the opportunity to share their equity, diversity and inclusion initiatives.

This allowed departments to build accountability, foster collaboration between departments, and increase communication and engagement with students.

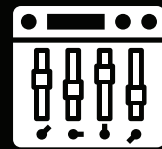


22 OUT OF 26
DEPARTMENTS THAT RESIDE IN THE UNION ATTENDED.



4. REVAMPING EVENTS TEAM

Three new part-time positions were added to the events team. These Event Managers have been trained on how to:



Professionally mix audio sources



Live stream & record events



Assist in setting up & tearing down rooms

As a result, the number of **EVENTS** in the Union has **INCREASED** by **9%** and the **REVENUE** generated from those events has **INCREASED** by **65%** from the previous year.

THE UNION

set goals to increase community engagement by hosting an increased number of events.

5. NUMBERS FOR RESERVATIONS



6,580
RESERVATIONS



360,467
IN ATTENDANCE

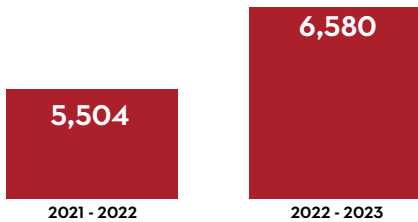


\$287,018
IN REVENUE

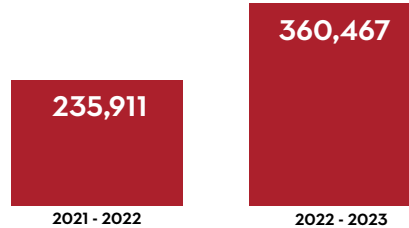
We saw significant increases in all categories, which led to record numbers.

UNION & GARDNER COMMONS SUMMARY

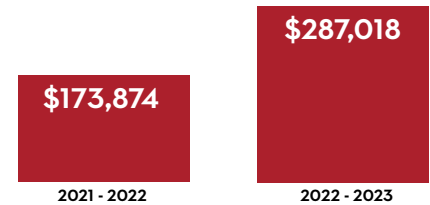
COMBINED RESERVATIONS



COMBINED ATTENDANCE

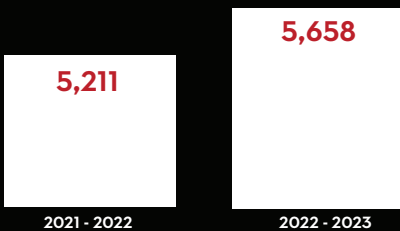


COMBINED REVENUE

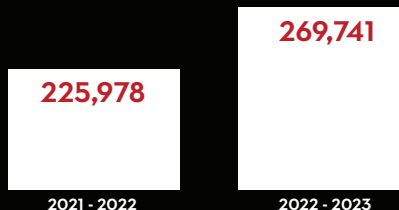


UNION BUILDING SUMMARY

UNION RESERVATIONS



UNION ATTENDANCE



UNION REVENUE

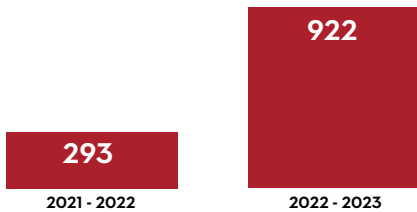


UNION RESERVATIONS BREAKDOWN

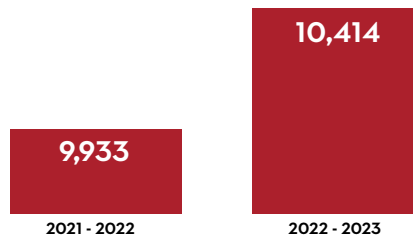
	2021-2022	2022-2023	
MEETINGS	2,020	2,375	+18%
PROGRAMS	1,195	1,265	+6%
OTHER	1,315	1,280	-3%
TESTING	106	141	+33%
CLASSES	575	597	+4%
TOTAL	5,211	5,658	+9%

GARDNER COMMONS SUMMARY

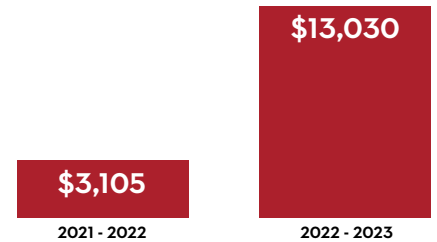
GARDNER COMMONS RESERVATIONS



GARDNER COMMONS ATTENDANCE



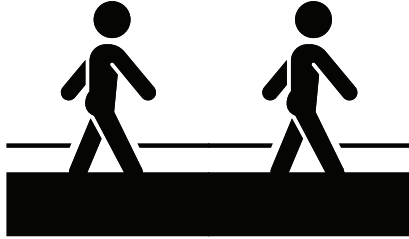
GARDNER COMMONS REVENUE



GARDNER COMMONS RESERVATIONS BREAKDOWN

	2021-2022	2022-2023	
MEETINGS	198	160	-19%
PROGRAMS	95	762	+702%
OTHER	0	0	0%
TOTAL	293	922	+215%

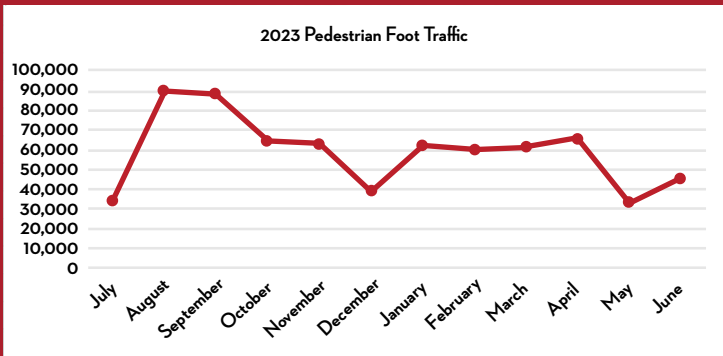
6. PEDESTRIAN FOOT TRAFFIC



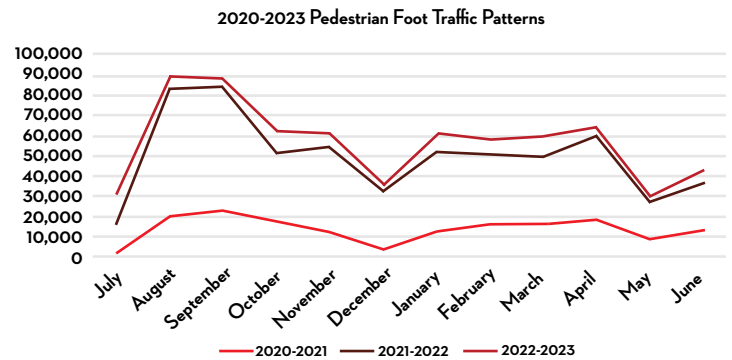
We saw a 13% increase in foot traffic from the last year.

AS THE UNION accommodated a record number of programs, the number of building users increased commensurately.

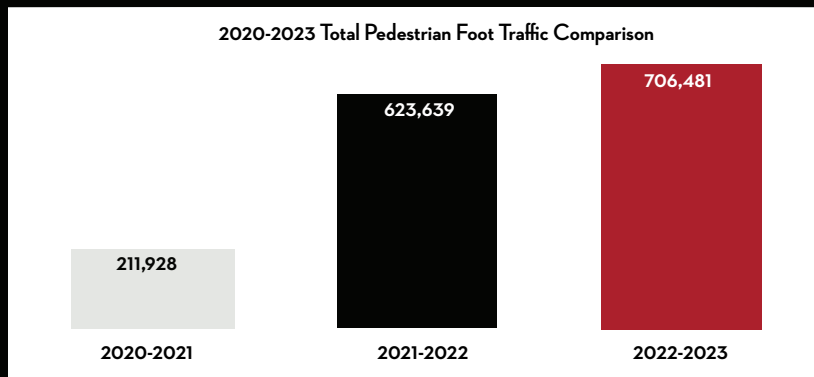
2022-2023 PEDESTRIAN TRAFFIC



THREE-YEAR PEDESTRIAN TRAFFIC PATTERNS



THREE-YEAR TOTAL COMPARISON



WE DEVELOPED

a student fellowship program to expand co-curricular opportunities for professional and leadership development in Student Affairs.

7. FELLOWSHIP PROGRAM

Fellows engage closely with Union Area Departments to develop and use skills to accomplish the mission of the Union.

No social security number is required to apply.

6 FELLOWS

SINCE THE CREATION OF THE PROGRAM

Union Fellows receive various opportunities for professional development, experiential learning, leadership skills, and introduction to the Student Affairs Division.

To offer these opportunities to more students and be more inclusive, students receive a scholarship for participating & completing the program. Fellowships are renewable on a semester basis.



8. FOOD PANTRY

THE FEED U PANTRY

aims to minimize hunger among our students, staff, and faculty by providing free, accessible and nutritious food.

There was a 33% increase in food distributed from the former year.

THE FEED U PANTRY DISTRIBUTED...

47,918
 POUNDS OF FOOD



WHICH HELPED

13,311
 PEOPLE



THE PANTRY WAS OPEN FOR...

1,756
 HOURS



& STAFFED BY

90
 VOLUNTEERS





9. CONSTRUCTION

THE UNION

completed several construction projects including the Union's first all-gender restroom.



The bowling alley machines were overhauled and refurbished to reduce machine failures and to address safety issues.

The Center for Child Care & Family Resources moved into their new suite next to the Union Theater on the 2nd floor, south wing.

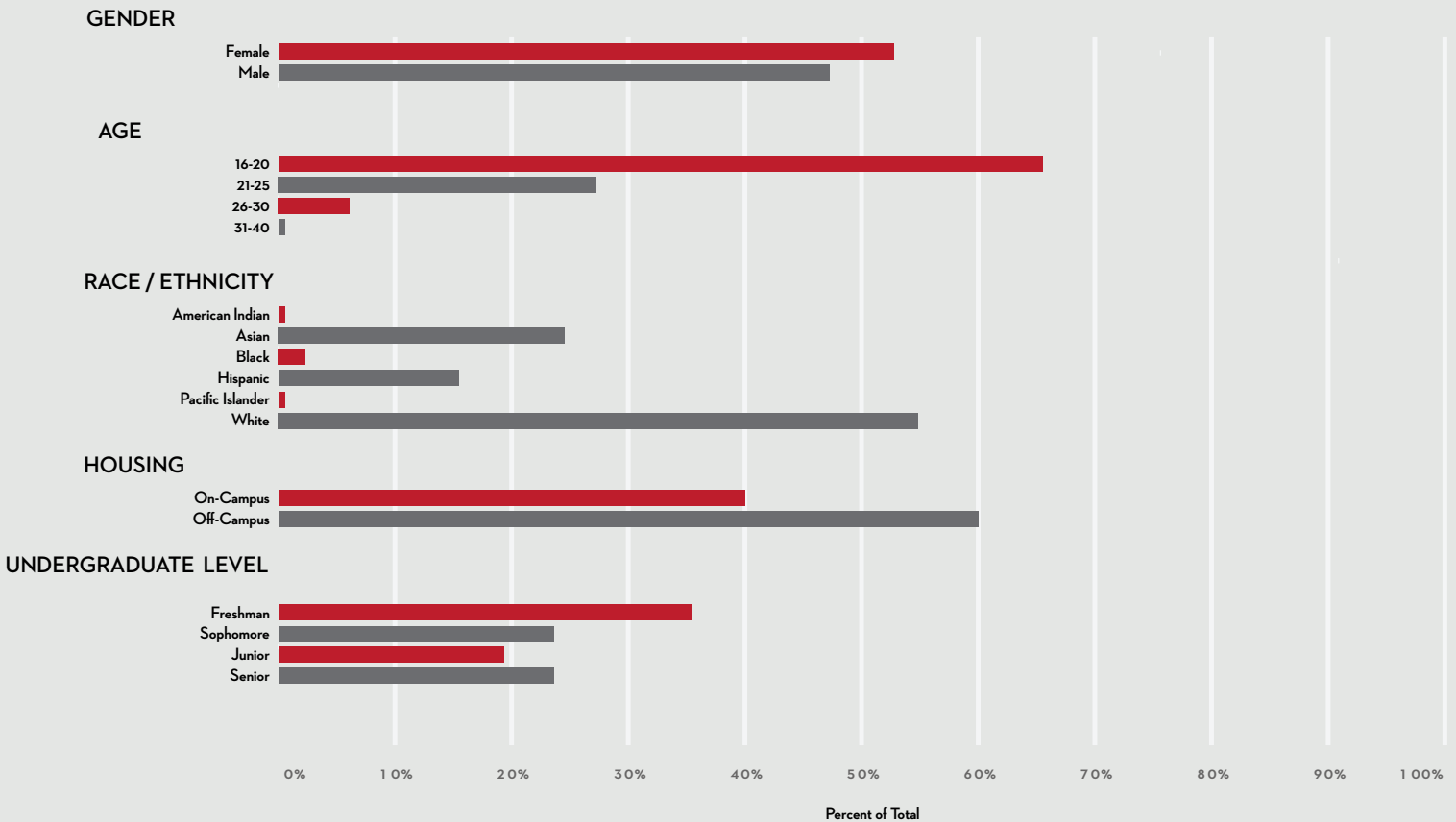
10. UPC RECAP



UNION PROGRAMMING COUNCIL EVENT ATTENDANCE

75 Events

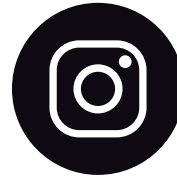
43,834 Attendees



11. DIGITAL MEDIA

THE UNION

had a goal to increase overall social media engagement by 10%, and with Instagram alone, we surpassed our goal reaching 22%.



1,178
NEW FOLLOWERS



217
NEW FOLLOWERS

100K+ REACH
 ACROSS ALL PLATFORMS

SOCIAL MEDIA REPORT



INSTAGRAM
6,468 FOLLOWERS

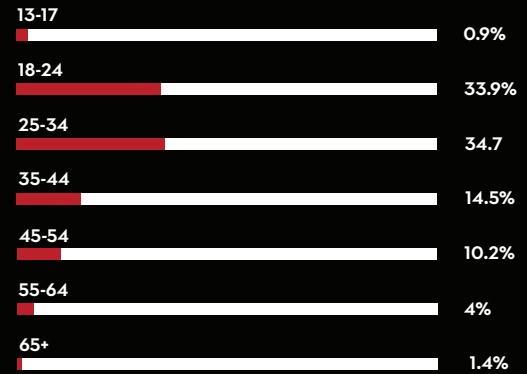
TOP CITIES

1. Salt Lake City
2. Millcreek
3. West Jordan
4. Sandy

TOP COUNTRIES

1. United States
2. Nigeria
3. India
4. Japan

AGE RANGE



56.6%
 WOMEN

43.3%
 MEN

TOP INSTAGRAM POSTS

1,753



REACH: 12.1K

470



REACH: 2.4K

403



REACH: 2.9K

350



REACH: 2.5K



FACEBOOK

2,560 FOLLOWERS

2.4K PAGE LIKES

TOP CITIES

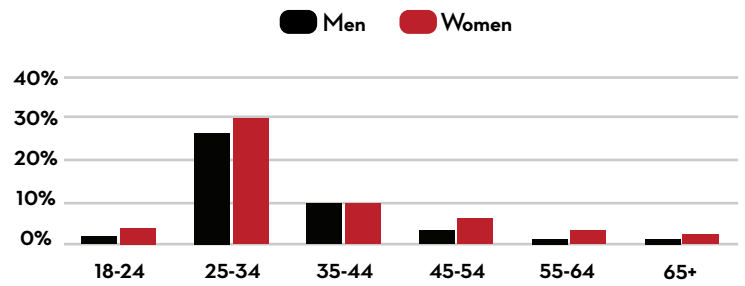
1. Salt Lake City
2. West Valley
3. West Jordan
4. Sandy

TOP COUNTRIES

1. United States
2. Saudi Arabia
3. Egypt
4. India



Age & Gender (Facebook)



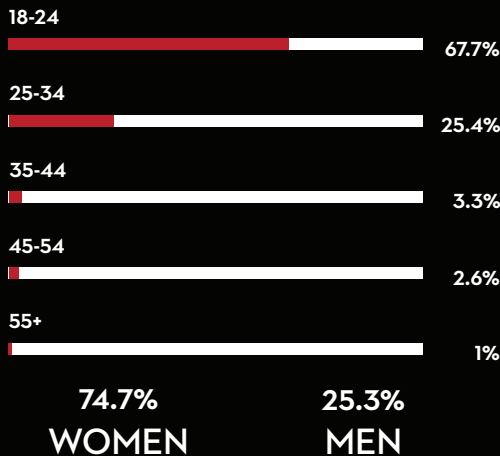
YOUTUBE



22
SUBSCRIBERS

951
VIEWS

Age & Gender (Tik Tok)



TIK TOK

20 FOLLOWERS

315 VIDEO VIEWS

TOP CITIES

1. Salt Lake City
2. Los Angeles
3. Houston
4. Dallas

TOP COUNTRIES

1. United States
2. United Kingdom
3. Germany
4. Ireland

WEBSITE VISITOR METRICS

MOST VISITED PAGES

1. Homepage
2. Recreation
3. Feed U Pantry
4. UPC
5. Dining



56,054
VISITORS

TOP CITIES

1. Salt Lake City
2. Phoenix
3. Englewood
4. Los Angeles
5. Denver



237,855
PAGE VIEWS

TOP COUNTRIES

1. United States
2. China
3. India
4. Germany
5. South Korea

1. STAFFING

The Union continues to experience low numbers of applicants for custodial positions leading to positions being left unfilled and difficulties meeting customer needs at times.

Wages are being analyzed and adjusted to promote an increase in applicants.



2. BUILDING INFRASTRUCTURE

The nearly 70-year-old building infrastructure continues to fail with pipes, HVAC, and other mechanical systems experiencing significant stress due to age and high use.

A new facility is being explored to address the issues and limitations of the current Union.

3. DATA COLLECTION

Access to demographic and other information is limited and time-consuming to gain access to, resulting in not having the ability to make timely decisions driven by data.

Automating the process of obtaining demographic information from UNIDs would be extremely helpful.

4. SPACE LIMITATIONS

The Union was forced to **turn down 389 reservations** this year, including several large conferences, due to space limitations and issues related to the current layout of the building.

A new facility is being explored to address the issues and limitations of the current Union.



1. IN DEPTH UPC PROGRAMMING

The Union Programming Council made an intentional effort to plan culturally focused events throughout the year. During the 2022-2023 year they hosted six events in partnership with the LatinX Student Union, Center for Equity and Belonging, Black Cultural Center, Women’s Resource Center, and the Arab Student Association.

Through these events, they hope to increase the sense of belonging for students on campus and will be continuing this initiative into the next academic year. Students checked into events through the Campus Connect platform and demographic

information will be included in the overall Union Programming Council event data.

We will develop specific intended outcomes for all Union Programming Council events and assess the effectiveness using surveys and discussions. Additionally, we plan to use the data to analyze changes over time in students’ likelihood of attending future events and impact on a sense of belonging.

Currently, the demographic makeup of an average UPC event is identical to the makeup of the University’s student body. In order to measure the success of this initiative, we will look to change of average demographic makeup, specifically increasing attendance from historically underrepresented students and students of color.



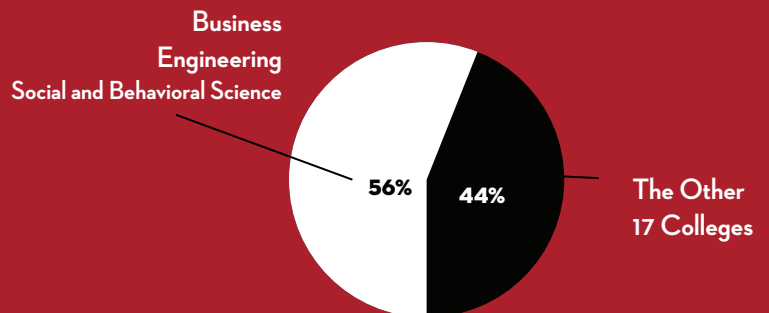
2. FEED U PANTRY EXTENSION PROGRAM

Using data from a growing number of pantry users, we plan to launch a traveling Feed U Pantry program to reach as much of campus as possible.

The Mobile Feed U Pantry will aim to serve students who identify as food insecure but who cannot come to the Union pantry for a variety of reasons.

UPON REVIEWING PANTRY USER DATA, we found that the majority of current pantry clients come from 3 colleges. To measure the success of the initiative, we will look to grow the percentage of clients from additional colleges.

COLLEGES OF FEED U PANTRY CLIENTS



3. ROBUST DEVELOPMENT & TRAINING FOR STUDENT EMPLOYEES WITH OUTCOMES

We will be choosing CAS Learning and Development Outcomes that students, employees, and fellows will learn from their employment at the Union. The outcomes will be connected to descriptions of positions to be more intentional about what the students will learn during their time at the Union. This will give the students defined skills and terms they will be able to use when applying for job opportunities after they graduate.

The A. Ray Olpin Union aims to create an inclusive environment where students feel safe and welcome; therefore, it is focused on increasing the cultural competency of its full time staff and studentemployees to best serve the campus community. This year we will compensate student employees who attend training or events that increase cultural competency and/or promote equity, diversity, and inclusion

We will also create a handbook for our fellowship program and student employees to be clear of expectations, procedures, learning outcomes, and available resources.

We will offer a variety of professional and personal development trainings throughout the academic year that will focus on but are not limited to: time management, critical thinking, career readiness, bystander intervention, emergency preparedness, and equity, diversity, and inclusion.

We will also offer trainings to support students in their position, such as emergency preparedness, AED, CPR, and defibrillator training.



A. RAY OLPIN  UNIVERSITY
UNION
THE UNIVERSITY OF UTAH®