



UNIVERSITY OF  
NORTHERN  
COLORADO

# Office of Student Life Annual Report 2022-23



Division of Student Affairs and Enrollment Services

University of Northern Colorado



## Section 1 – Mission, Vision, Goals

### **Mission**

The Office of Student life provides programs and services that foster a sense of belonging, an inclusive campus and opportunities for learning and growth.

### **Vision**

During this transition year the program was being reimaged.

### **Goals**

- Restructure the Student Senate and write a new constitution and by-laws.
- Add regular programming at the new retail dining area at the University Center.
- Support student involvement through the launch of BearCave, a portal for student organization management and for individual students to find friends and become involved in campus life.
- Draft a clubs and organizations manual to identify expectations and responsibilities for all recognized student organizations.

## Section 2 – Points of Pride

1. The Student Senate wrote a new constitution and by-laws to become a Student Government Association moving forward into AY 23-24 and beyond.
2. UPC increased the social media presence on Instagram from 250 followers in August 2022 to more than 1,760 followers by May 31, 2023. The most recent set of analytics between the months of March and April showed UPC reached 5,293 accounts with more than 1,000 impressions per post. This is almost a 700% increase in followers but also a significant increase in reach and impressions. This helped UPC be able to reach more students with the marketing efforts for all the events throughout the year
3. Established the Office of Student Engagement in May 2023 to connect the functions of Campus Recreation, New Student Orientation and Parent Programs, Student Activities, Fraternity and Sorority Life, Clubs and Organizations, Student Government and Student Leadership Development.



## Section 3 – Assessment/Learning Outcomes, July 1, 2022 – May 31, 2023

### **Outcome #1: Students will demonstrate an understanding of good group dynamics and effective teamwork.**

**How is it connected to the SAES Strategic Plan Goals?** Principle Two: The division will meet the needs and interests of UNC students and staff promoting a sense of community, engagement, responsibility and co-curricular development while supporting personal health, safety and wellness. Principle Three: The division will foster a campus climate of acceptance and accountability by striving to prepare all members of the division and the communities we serve to thrive in an intercultural society.

**What are you measuring?** The number of reported student organization events highlights how student clubs work together to brainstorm, plan and implement events for UNC's campus.

**What is the evidence?** BearCave gathers all reported student organization events and the type of events that have been submitted over the past year.

**What is the result?** Academic/educational events: 156; athletic events: 161; cultural events: 121; fair/festival events: 23; fundraiser events: 21; guest speaker events: 25; leadership events: 36; organizational meetings: 159; performance events: 29; service events: 65; social events: 352; workshop events: 51. That comes to **840** total event submissions from Aug. 1, 2022 – June 1, 2023.

### **Outcome #2: Students will develop critical and reflective thinking abilities.**

**How is it connected to the SAES Strategic Plan Goals?** Principle Two: The division will meet the needs and interests of UNC students and staff promoting a sense of community, engagement, responsibility and co-curricular development while supporting personal health, safety and wellness.

**What are you measuring?** Students gaining critical and reflective thinking skills as they navigate budgets and OSO event funding, as well as the satisfaction of the funding that is offered.

**What is the evidence?** Funding meetings with individual club treasurers upon receiving OSO funding grants, funding spent, funding satisfaction and data from a feedback survey sent to clubs that used OSO funding.

**What is the result?** 44 clubs throughout the academic year spent a total of \$28,570.00 in fall 2022 and \$22,527.10 in spring 2023. All 44 clubs submitted budget spreadsheets to help their planning. There was a 52% response rate on the funding usage/satisfaction assessment, indicating overall satisfaction with the processes and a request for more funding for other club endeavors.



**Outcome #3: Students will connect with UNC's campus community through student involvement opportunities facilitated by the Office of Student Organizations.**

**How is it connected to the SAES Strategic Plan Goals?** Principle Two: The division will meet the needs and interests of UNC students and staff promoting a sense of community, engagement, responsibility and co-curricular development while supporting personal health, safety and wellness. Principle Three: The division will foster a campus climate of acceptance and accountability by striving to prepare all members of the division and the communities we serve to thrive in an intercultural society.

**What are you measuring?** We conducted a satisfaction and usage survey that measured overall user experience, how students found events on campus and how BearCave helped students find organizations/friends/connection on campus. Additionally, the survey asked open-ended questions to gather qualitative data highlighting strengths and gaps in the platform.

**What is the evidence?** Survey results and usages reports.

**What is the result?** The survey was sent to 1,062 "Involved Users" (any user who holds a membership or position within an organization) and obtained an 18% response rate. **Strengths:** Having a platform for student organizations, collecting data and getting connected to clubs. **Gaps:** Enhance the marketing/promotion to help student organization leaders and students utilize the platform. Refer to Section 4 Metrics for survey result information.

**Outcome #4: UPC hopes to provide events that tailor to student interests and positively contribute to UNC and the Greeley community. Students will identify event/programming interests that are based on their interest areas and lessen engagement in high-risk behaviors.**

**How is it connected to the SAES Guiding Principles?** Principle Two: The division will meet the needs and interests of UNC students and staff promoting a sense of community, engagement, responsibility and co-curricular development while supporting personal health, safety and wellness.

**What are you measuring?** Primarily attendance.

**What is the evidence?** Over FY 2022-23, participation in events increased particularly at signature events like "Bears on Ice" with 600 participants; Silent Disco with 700 participants; and UPC Nights consistently had 20 participants (these are smaller events held in the renovated Burger & Co. dining area).

**What is the result?** We are rebounding from the COVID-19 era where we were unable to host social gatherings and events.

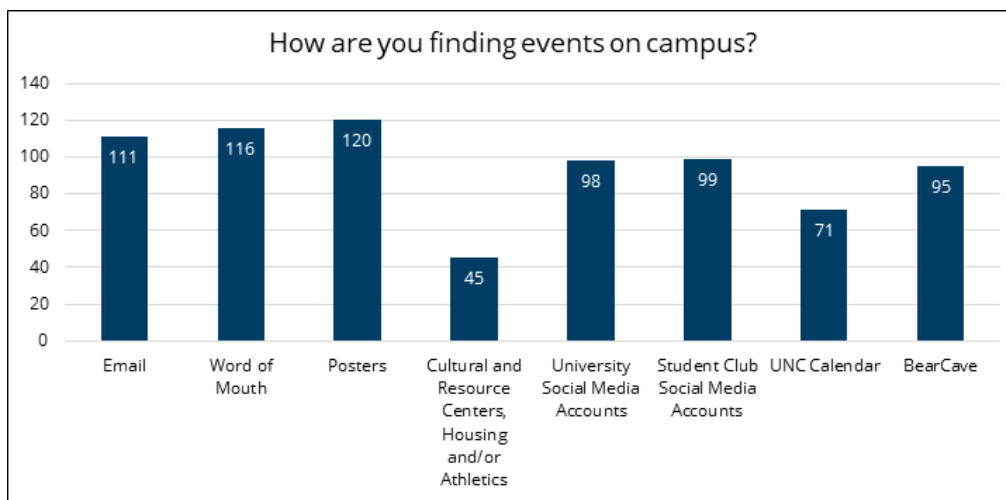


## Section 4 – Unit Metrics

Below are the findings from the BearCave user survey, which was sent to 1,062 active users and had an 18% response rate.

**Chart 1: How do you find events on campus?**

**Overall finding:** Posters, word-of-mouth and email were most frequently selected. BearCave and social media were selected at about the same rate. Individuals were able to select multiple answers.



**Charts 2 & 3: Has BearCave helped you find either friends or student organizations?**

52% of respondents agreed or strongly agreed that BearCave helped them find student organizations. 21% of respondents agreed or strongly agreed that BearCave helped them find friends.

