Executive Summary (1600 character limit, approx. 250 words or less)

"In Student Engagement & Activities (SEA), we create environments for students to be extraordinary. Through their involvement in our programs, students are prepared to engage in their communities and contribute to social change. We provide a variety of campus experiences, leadership opportunities, and co-curricular learning that foster a sense of connectedness and community, which both directly impact retention and overall student success (Kuh, 2010; Tinto, 2012). SEA is funded by SAF and supports programs and events created by, with, and for students.

Specifically, we are the campus department that directs advising, supervision, and administrative support to many other groups submitting SAF requests including Campus Events Board, Student Media, the Social Justice & Civic Educators, Club Council and the 85+ campus clubs anticipated next year, as well as ASUWB. The support these professional staff members provide to these programs and student leaders results in resources, experiences, trainings, advising, and events for all students. Examples include dialogues rooted in social justice, the Welcome Week ARC Carnival, family-friendly Spooktacular, open mic nights, leadership programs, large campus-wide events like SpringFest as well as other student-initiated programs for student organizations, student clubs, and students broadly.

References


Need for Program (1600 character limit, approx. 250 words or less)

"Student Engagement & Activities (SEA) oversees and supports numerous SAF funded student groups and initiatives and managed nearly $1.3 million in SAF allocations during FY23. With the mentorship from 6 professional staff and the engagement from more than 44 student leaders, we implement over 400 programs and events with combined attendance of more than 20,000 students annually. We are also responsible for the clubs program on campus, which will support 85+ clubs anticipated for next year. These involvement opportunities and organizations would not exist without SEA and are highly valued by students.
We gathered student testimonials about the importance and impact of SEA's work. A few resounding themes emerged. Our department is a place that builds community; is another home away from home; offers an outside the classroom experience that is fun and stress-free; provides leadership experiences, networking, building impactful relationships; is a source for personal support, and is VITAL for our campus. A few select quotes are below:

- “UWB is a commuter campus. SEA provides experiences that create the university experience. It establishes community and a sense of home.”
- “SEA creates opportunities for students to gather and change UWB’s reputation away from a ’commuter campus.’”
- “SEA has made it possible for me to critically reflect and think about the social issues impacting our community.”
- “SEA creates a wholesome and inclusive environment which lends itself to a healthy lifestyle through balance. ‘Cause fun, is fun.”

Is this a new request? Partial

What on your request is new or has changed?

The changed lines include additional funding needs in: office supplies, programming/events, salaries (due to mandated increases), and student wages in order to increase hours. The new line is for uniforms. See narrative for details.

Strategic Plan (1000 character limit, approx. 150 words or less)

Over the next 3 years we expect a shift in our engagement model and our SAF requests to increase in order to meet community needs and to account for predictable wage growth which will need to be funded in order to maintain our staff. Though the complexity and needs of club events, evening/weekend programming and student needs continues to increase, our staffing level is enough to keep pace with these emerging needs. During this period of transition as we return from COVID and prepare for the opening of the Residential Village, we will continue to develop high-impact, accessible programs to meet student needs. With 1000 students living on campus 24/7, we will need to offer additional late night and weekend programming. This growth in engagement will benefit both residential and commuter students while increasing and diversifying our programming. Robust support for this transition means additional programming and staffing dollars will be requested.
Assessment (1600 character limit, approx. 250 words or less)

"In a typical year, we implement over 400 programs and events with combined attendance of more than 20,000 students annually. We assess the impact of our work on both our student leaders and student body through both quantitative methods (pre/post surveys, number of attendees, etc.) and qualitative methods (reflection, focus groups, social media outreach, survey open response). We are particularly interested in evaluating student learning related to topics connected to our mission like equity and social justice, collaboration, workplace environment and skills, and engagement. Developing a robust learning assessment plan will be a priority while we transition to a new engagement model over the next three years.

Based on the data collected during the fall quarter from our student organizations (provided in their individual SAF narratives), the SEA team is seeing that engagement data is more in line with FY19, before moving to remote learning. In fact, we have seen attendance numbers triple from last academic year. We expect that we will continue to see this upward trend in engagement throughout this academic year.

We have used assessment data to inform our budget recalibration over the last several years, which is why in the past SEA has such streamlined budgets and improved financial health today. These budgets are more sustainable given the current budget environment SAF faces. While we were able to return a significant amount of funding in the last fiscal year due to Omicron, SEA anticipates that a majority, if not all, of the budget allocated to the department will be utilized due to the growth in engagement during this academic year."

Salary Positions

"SEA Assistant Director (Clubs) 2 years - 2023-24
SEA Assistant Director (ASUWB/Ops) 3 years – 2025-26
SJCE PM 3 years – 2025-26 (Formally ASUWB PM)
CEB PM 2 years – 2023-24 (Formally SJCE PM)
Student Media PM 1 year – 2022-23

Student Media PM needs to be renewed for another 3 years. The position is filled is doing the work assigned and required for the program to function.

The staff wages on this budget request include 5 professional staff (2 assistant directors, 3 program managers, and 4% merit increases) and 3 student project assistants.

Each professional staff member within the department has advising and program development responsibilities as well as administrative and supervision responsibilities. Each staff member supervises 4-9 student employees (in the organizations that also apply for SAF funding like Campus Events Board, Club Council, Social Justice & Civic Educators, UWave, Clamor, Husky
Herald, and ASUWB Student Government), but also advises 20+ clubs and as many as 100 club officers, in addition to departmental responsibilities like fiscal processing, assessment, professional development, program development, training development, university committees, and more. Staff also focus on managing risk in student events and programs to protect both students and the university itself.

Student Media PM: The Student Media PM is up for SAF renewal this year. Each PM in SEA manages programs designed to foster student learning, development, enhance community building, and promote student retention. PMs plan, implement, and assess campus wide programming, and advise student organizations, 20+ clubs, and 100+ club officers by providing integral support for general administration, budget management, and event planning. In addition to the above tasks, the Student Media PM directly supervises and advises the following student-led organizations: Clamor (literary arts journal), Husky Herald (student newspaper), and UWave radio (student radio station). The Student Media PM provides direct support to these three student-led organizations with issues related to free speech, risk management, media publication, arts developments, faculty connections, and more.

By not renewing this essential PM position, our student clubs would lose vital support to their operations and planning. In addition, the three Student Media organizations would not receive necessary support and focused attention to provide professional development opportunities and unique engagement experiences to UWB’s population.

The student project assistants provide administrative support to all professional staff and other student leaders and clubs in SEA. Their tasks include research, social media, printing support, supply and equipment maintenance and ordering, and organizing the Involvement & Leadership Office. In addition to their in-person work, they have provided extensive website content support, closed captioning work, and additional research for potential virtual engagement opportunities for students. This digital work has also supplemented the student organization need throughout the academic year.

We are requesting additional salary dollars for project assistants, this will allow them to complete essential summer projects to prepare for the academic year by increasing the project assistant from one to two student workers. Additionally, more hours are needed for the project assistants to support the large increase in supply need by clubs in winter and spring quarter. We have not been able to keep up with the supplies requested by clubs in their events. That has lead to supply inventory challenges and a delay in responding to requests. Some requests may not be able to be filled without the additional staff time.

The increases in this line item are to maintain service, while also needing to increase wages and overtime allocations in accordance with WA state law."
Programming/Events

"The events/programming budget covers currently offered and anticipated leadership programs, SEA events, and potential partnerships. This includes campus co-sponsorships, tabling, faculty partnerships, Student Activities and Resource Fairs, Leadership Programs, MLK Jr. Day of Service partnership, recognitions & awards, Welcome Week Programming, LGBTQIA+ programming, etc. We request this budget be inclusive of food integral to events per UWB Food Policy, security, rentals, and other costs associated with hosting events.

SEA is requesting an increase in these funds to anticipate the need for larger scale events on UW Bothell’s campus. As we welcome more students into the residential halls, and with the introduction of campus engagement as part of UWB’s broader strategic plan, the need for a more robust Welcome Week, late night/weekend events, and UWB traditions has become evident. Additional funding will provide the SEA department with the opportunity to start exploring new traditions including, but not limited to: Welcome Back weeks in winter and spring, Senior Week, and high impact speaker events.

Total: $20,000"

Facilities & Equipment Rentals/Set-Up/Purchases

"We historically have requested these as part of our programming line, but since facilities has created new costs to use facilities outside of the ARC, SEA will once again submit a separate facilities SAF proposal.

Total: $0"

Printing & Photocopying

"We use printing primarily for procurement card reconciliation, other purchasing work, event promotion, communication about the Involvement & Leadership Office, signage, research for initiatives, and other administrative work.

Total: $1,500"

Office Supplies

"Office supplies costs include business cards, name tags, supply replenishment for the Involvement & Leadership Office, equipment replacement and maintenance. Programming supplies that are used by all organizations and clubs also use this including, cups, napkins, plates, utensils. This also pays for staff computers of which two will need be replaced this year. SEA staff will continue to operationalize the plotter and provide support and maintenance for it, though we will no longer purchase the supplies for it as we have done in previous years, this will be funded by the Media, Marketing, and Graphic Designer request. Due to inflation and students coming back in-person, our office supply costs have significantly increased in this area."
Total: $10,000"

Food and Refreshment
We request food be included with programming costs and/or training costs. Food will be purchased very sparingly and only upon approval of university food forms and office regulations.
Total: $0

Transportation and Travel
"Staff members often have required travel to meetings at UW Seattle, UW Tacoma and other local colleges and universities. This number is based on motor pool needs for travel to off-site events, meetings, programs, etc. Additionally, this includes ground travel to sites for programs such as student trainings, etc.
Total: $500 "

Professional Development
"Professional development dollars allow staff to stay involved with the leading associations for the advancement of the student affairs profession. Involvement in national associations and conferences provides high-quality professional development, strong policy advocacy, and substantive research to inform practice. These opportunities help staff meet the diverse needs of our students. As student affairs administrators, attendance at these conferences and other professional development opportunities will provide opportunities to enhance personal knowledge of best practices, research, law, policy and social justice approaches to bring back to the university. These conferences are often different from travel/training conferences with students (often funded differently as advisors are required to attend for follow up and student support) as they are geared toward high-level learning, networking and research for working professionals. Staff members are required to gain supervisor approval for relevance and learning associated with attending and/or presenting for national/regional conferences.

Professional development also contributes to staff retention and job engagement, an area that is critical for successful operations for students.
Total: $7,500 "

Promotional Items
"Consistent with UW Procurement policy and recommendations, we are committed to using minority and women-owned businesses as vendors for promotional items. These vendors are
approved by UW and provide reasonable and competitive pricing, though they may not be as cheap as other vendors that are not registered with the university or minority/women-owned. However, consistent with the ethical practices and values of UW, we will continue to work with these local businesses for promotional items.

Total: $800 

Operations

"OTHER CATEGORY:

We are requesting training funds for all SEA student staff in fall, winter, spring.

We will continue to operate as we have for the past two years, we have collapsed all of the individual organizations’ share of departmental training costs into the overall SEA budget. Previously, CEB, SJOs, Club Council, Project Assistants, and Student Media paid for these costs out of their own training or programming budgets. We have reallocated those costs to a single budget for greater transparency and easier fiscal processing. In previous years, the charges were split for meals or transportation (for example) 5 or 6 ways which was cumbersome for our fiscal staff.

A few of our organizations will still request a training budget though it will be greatly reduced from their past requests. That training will be specific organization be needs for that organization only, which enables them to better serve their own target audience even more effectively. For example, Student Media may need training on freedom of speech, freedom of the press, and ethics in journalism that is critical for their work but is not relevant for our other students.

The training provided to SEA students is provided by either the professional staff in SEA or by outside professional trainers.

Chairs will receive training earlier in the summer to prepare for all student leader training. All student leader training will be 2 weeks and will enable students to effectively deliver identity-based dialogues in pursuit of social justice, community-building events, meaningful platforms for communication, timely access to resources, and support the varied and complex needs of student clubs. In addition, student leaders will be provided extensive organization-specific training to supplement learning these interpersonal skills. This extensive training includes community-building and networking lunches, supplies, and an off-site camp/retreat where we can do a deeper dive into specific content that is difficult to do on campus, totaling $6300.

We will also sponsor single-day trainings in winter and spring to maintain student leaders’ skill levels, which typically include outside facilitators, some supplies, and meals for attendees for a combined $2000.
Total: $8300 

Uniforms

"Professional staff are required to staff and support student events. This requires that they work during the evenings, late at night and weekends. While staffing an event, it is critical that staff be visible and clearly recognizable as professional staff at events, university functions and supporting the campus community. Uniforms are an important tool to increase student access to staff, as they will be more recognizable. In addition, uniforms are very important in an emergency as it allows medical personnel, fire fighters and police to quickly identify professional staff as university officials. We are requesting funding to purchase six purple polos and six coordinating outwear (like a jacket for outdoor events) both with the UW Bothell logo and departmental name. This uniform is similar to what professional staff wear in Residential Life. The uniforms are provided with clear staff expectations about when to wear the uniform and how to maintain the pieces.

This funding if for the entire staff and is a new request. The funding request will decrease in future years as we will only be purchasing uniforms for new, incoming staff. Staff will be expected to wear the same uniform the duration of time in SEA.

Total: $950 

Total Amount (please note the total dollar value)
$548,668

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