

## BUDGET PROPOSAL CONTACT INFORMATION

Department Name: Welcome Days (Center for Student Involvement)

Create Date: 01/28/2025

Due Date: 02/07/2025

Submitter Name: Daniel Nash

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Phone Number: 253-692-4813

Department Head Approval:

Department Head: Conor Leary

Requested Amount: **\$16,950**

## Departmental Information

### STUDENT UTILIZATION

The purpose of the Welcome Days program is to create programming and events that connect new and returning students to campus--to meet new people, learn about UW Tacoma, and get immersed into UW Tacoma and Husky culture. It consists of a combination of events "home grown" by our staff, as well as a loose confederation of events by other areas on campus.

Welcome Days operates on four "Pillars":

- Connect: To connect classroom concepts outside the classroom
- Learn: Learn something new about campus
- Socialize: Meet and form relationships with fellow students
- Succeed: Develop skills to become more successful students at UW Tacoma

If approved, funding will be used on necessary supplies to pull programming off, as well as promotional items that are earmarked for student giveaway.

### CORE VALUES/MISSION ALIGNMENT

Welcome Days aligns with multiple aspects of the strategic plan, as the central concentration of bringing together all of the exciting and interesting events and programs that occur for students in the first few weeks of the quarter are based on heightening the campus experience, increasing and promoting retention efforts by offering connection to the campus culture, and fostering a climate of creativity, entrepreneurship and innovation through the broadcasting of diverse programs and events. The program's pillars and collected events aim to ensure that students understand and are aware of the availability and accessibility of UW Tacoma resources and support. The program works to ensure that activity planners focus on student well-being, students achieve a sense of belonging, and that the CSI finds inspiration from campus partners to put on activities that better heighten students' confidence on campus.

Welcome Days emphasizes the goal area of Vitality. The program promotes and creates experiences that foster and promote a welcoming and engaging atmosphere for the campus. The Welcome Days program celebrates the kickoff to another quarter, while offering opportunities that span the whole quarter. The program dismantles the idea that a welcoming only occurs in the first two weeks of the school year. More understanding has been placed into the program's adaptation to the fact that it may take students more time to feel welcomed in a new community than just two weeks. Opportunities are concentrated and emphasized as Welcome Days events in the first two weeks, but the calendar on DubNet continues to be updated long into the quarter.

Welcome Days activities and events are executed to ensure that our campus grows and that the students who feel welcomed remain on campus for their entire education. The program is meant to be a staple that grounds students in different experiences that educate them and connect them to different students, resources, and services available.

## SAF-FUNDED PROGRAM OR SERVICES GOALS AND OUTCOMES

If approved, this will be the fourth year Welcome Days is supported by the Service and Activity Fee. We sought funding from SAF to enhance our network of other offices' events with home-grown staple events, with the hope that some of them would develop into campus traditions. For years, campus services and departments have helped in the construction of a mass calendar of events within the first two weeks of the quarter to fulfill their own office missions, and to help the Welcome Days program thrive. The Welcome Days team has collected these ideas, formed promotional materials and strategies, and helped these departments to better promote their events to students. Any department or service on campus can feature an event during Welcome Days and once their event information is provided, the Welcome Days team gets moving on how they can best promote and advertise the programs so that students are more aware of the event and how it can impact their experience. Campus Partners for Welcome Days have included all of the following collaborators who have relied on the Welcome Days team for marketing and promotional support, event logistics and planning, and financial support: Student Activities Board, ASUWT, Office of Global Affairs, Center for Equity and Inclusion, Husky Volunteers, Pack Advisors, Career Development & Education, Psychological and Wellness Services, Registered Student Organizations, First Generation Student Initiatives, UWT Study Abroad, University YMCA Student Center, and more. A hallmark of this year is more participation of academic departments and school, including most academic schools hosting a Welcome Days activity for their cohort of students, or those interested in joining their major, attending a Welcome table or Open House event during Welcome Days. It is the ongoing mission of the Welcome Days team to involve as many collaborators as possible in order to further identify Welcome Days as the traditional means of welcoming students to (and back to) UW Tacoma each quarter.

Funding provided last year supported the efforts of hosting signature programs within the Welcome Days Calendar, including key events that brought students together, promoted campus pride, connected students to activities, and emphasized the role that Welcome Days plays in a student's ability to feel comfortable on campus. These programs also encouraged people to attend more Welcome Days programs and are being built to be maintained or advanced as campus traditions in the future.

### Events and students served

- W Photo (AQ2024): 137
- Husky Help Desk (AQ2024): 102
- Husky Hangout with WA Alaskan Malamut Adoption League (AQ2024): 57
- Washington Wednesday T-Shirt tie-dye Day 1 (AQ2024): 34
- Washington Wednesday T-Shirt tie-dye Day 2 (AQ2024): 16
- Hypnotism Show with Evan Gambardella (AQ2024): 21
- Husky Help Desk (WQ2025): 145
- Husky Hangout with WAMAL (WQ2025): 37
- Washington Wednesday t-shirts with fabric markers day 1 (WQ2025): 21
- WA Wednesday Day 2 (WQ2025): 17
- Stuff-a-Husky (WQ2025): 101

## STUDENT UTILIZATION (COMPARISON OVER PAST 2 YEARS)

Welcome Days is advertised to all incoming and returning students, and particularly emphasized at New Student Orientation. With the adoption of the online DubNet student involvement platform last year, the digital brochure has been ported entirely to the DubNet calendar. Attendance tracking in Dubnet has helped to increase the veracity of our data--though only for events where students intend to stay and spend a significant portion of time. While we at first attempted to use DubNet's QR code check-in system for Husky Help Desk, we quickly realized that the pop-by nature of a help desk intended to help students find their classes naturally clashed with the pause required by that system.

### W Photo

Current year: 137  
2023-2024: 181  
2022-2023: 124

### Husky Help Desk (Aggregate)

Current year: 247  
2023-2024: 92  
2022-2023: 69

### Husky Hangout (aggregate)

Current year: 94  
2023-2024: 123  
2022-2023: 88

### Washington Wednesdays

Current year: 88  
2023-2024: 284  
2022-2023: 300

### Hypnotism Show

Current year: 21  
2023-2024: 44  
2022-2023: \*not yet implemented\*

### Stuff-a-Husky

Current year: 101  
2023-2024: 205  
2022-2023: 142



## Other Budget Requests

Category	Details	Amount Requested
Contracted Services	Fund to cover fall entertainer. We seek to use entertainers who will also be able to speak to self care and other new student skills. In the past, we've brought hypnotist Evan Gambardella to campus. S001	\$2,000
Other Services	T-Shirts for annual W Photo. Given away to students. Estimated 175 shirts. S002	\$1,700
	Marketing fee to Washington Alaskan Malamute Adoption League for Husky Hangout. WAMAL provides volunteers and their dogs to spend time with students. S003	\$400
	Husky Hangout giveaway items and photo props. Two Husky Hangout events. S004	\$800
	Welcome Days hats for giveaway to students at Winter campus photo. S005	\$1,750
	Stuffed animal shells for Stuff-a-Husky event in winter. Approx 182 shells. S006	\$2,000
	Succulents, pots, and paints for 200 people at Spring pot-a-plant event. S007	\$750
	TBD giveaway items for Spring. S008	\$600
	Headphones for Headphone Disco Dance Party Event (100 Headphones, plus incidentals). S009	\$1,500
Transportable roller rink rental for Indoor skating event in spring. S010	\$2,000	
Non-Food Supplies & Materials	Welcome Days survey prizes. Each quarter we randomly select a student who's filled out a post-event Welcome Days survey to receive a shopping spree at the UWT Shop on Pacific Avenue. S011	\$450
Food	Fund for snacks and food at Welcome Days events. S012	\$3,000
SUPPLIMENTAL TOTAL:		\$16,950

PERSONNEL TOTAL:	\$0
SUPPLEMENTAL TOTAL:	\$16,950
<b>COMPLETE PROPOSAL TOTAL:</b>	<b>\$16,950</b>

## Supplemental Documents