

Request for 2025 Funding Services and Activities Fee Committee

BUDGET PROPOSAL	CONTACT INFORMATION					
Department	Welcome Days (Center fo	or Student Involvement)		Create Da	te: 01/28/2025	
Name:	welcome buys (center to	or Stadent Involvement,		Due Da	te: 02/07/2025	
Submitter Name:	Daniel Nash	UW Email Address:	nashd@uw.edu	Phone Number:	253-692-4813	
Departmer	nt 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 SAFC 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 int eh 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

COLLECTION OF FEEDBACK & IMPROVEMENTS

The Welcome Days committee has emphasized evaluation and assessment of programming avenues as well as promotional strategy. One of the key groups that we assess the Welcome Days programming and promotional strategy from are the campus partners who sponsor programs and activities within the Welcome Days activities calendar. The Welcome Days committee asks for a lot of information from our campus partners in order to advertise and promote their events to the greatest UW Tacoma audience as possible and we sent our a survey to gather feedback about what more the Welcome Days committee could do to enhance their programming. During this process, we also ask for attendance numbers for particular events in order to better centralize that information, but that data has been slow to build as groups have been building their audiences in remote times. From the evaluation data collection for Spring 2023. our partners were receptive to having their events broadcasted within the Welcome Days campaign and enjoyed the marketing style that was established. Our partners did ask for more event logistics support, especially when it came to virtual programs, as well as the possibility of the Welcome Days committee being able to provide financial support (if possible) for programming outlets.

Welcome Days Pillar Evaluation- Students were asked at Welcome Days-specific activities a series of questions through a formal process to gather how effective the Pillars of Connect, Discover, Socialize, and Succeed are connected to events and the program. Students provided qualitative feedback that emphasized that students sensed the purposes of each event. Attendance has been better tracked, especially for programs that were supported by SAFC.

SERVICE BENEFITS TO STUDENTS

Welcome Days is a program meant to fully welcome and connect students to UW Tacoma. It leads with the fact that UW Tacoma is a daunting and complex system, with many different resources, services, and opportunities, all working towards the success of students. Without the Welcome Days program bringing campus offerings together, along with important information that highlights how students can grow more comfortable on campus, many of the services might go unused by students until well into their time at UW Tacoma. The mission of leading students into the resources and services available to them constantly drives the promotional strategy and program enhancement for Welcome Days. The most significant impact the program can make is illustrating what events and activities are available to students, that will heighten their understanding of different aspects of campus and connect them to anything they might need. The organization of all the events on singular calendars and the advertising for students to dive wholeheartedly into campus offerings that interest them support student success along the four pillars of the program:

Connect: Events within the "Connect" category will allow you to weave meaningful threads between yourself, campus, and the greater Tacoma area community. These events will help you to find and fortify connections with on-campus and off-campus groups and resources, making you a connected part of our UWT community.

Learn: Events within the this category will support your learning outside of the classroom. You will be encouraged to seek an enhanced understanding of the world around you and your places in it through the consideration of beliefs and values, respectful discussion, and reflection.

Socialize: Events within the "Socialize" category will give you the opportunity to casually interact with your peers and classmates, make some new friends, and to just have some fun!

Succeed: Events within the "Succeed" category will empower you on your journey throughout your UW Tacoma experience, giving you the tools you need to achieve your goals! These events will prepare you for the rigor of college academics; enhance your study, writing, and reading abilities; and get you ready for your career.

Through their attendance at programs with these designations, campus partners provide information and access to resources that students can use to grow more confident in their abilities and in the knowledge of the community. Further funding for Welcome Days would increase the number of events offered in the program, directly from the committee, as well as keep emphasizing opportunities for students to achieve the goals of the program. The events list provide more time for students to socialize, to meet new people, to connect along similarities, and to explore differences, while infusing more tradition and pride in the UW Tacoma for students to share in

Staff Budget Requests

Category	Details	Amount Requested	
	PERSONNEL TOTAL:	\$0	

Other Budget Requests

Category	Details	Amoun Request
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.	1 \$2,
	T-Shirts for annual W Photo. Given away to students. Estimated 175 shirts.	2 \$1,
	Marketing fee to Washington Alaskan Malamute Adoption League for Husky Hangout. WAMAL provides volunteers and their dogs to spend time with students.	\$
	Husky Hangout giveaway items and photo props. Two Husky Hangout events.	4 \$
	Welcome Days hats for giveaway to students at Winter campus photo.	5 \$1,
Other Services	Stuffed animal shells for Stuff-a-Husky event in winter. Approx 182 shells.	\$2,
	Succulents, pots, and paints for 200 people at Spring pot-a-plant event.	7 \$
	TBD giveaway items for Spring.	8 \$
	Headphones for Headphone Disco Dance Party Event (100 Headphones, plus incidentals).	9 \$1,
	Transportable roller rink rental for Indoor skating event in spring.	\$2,
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.	1 \$
Food	Fund for snacks and food at Welcome Days events.	2 \$3,
	SUPPLIMENTAL TOTAL	: \$16,

\$0	PERSONNEL TOTAL:
\$16,950	SUPPLEMENTAL TOTAL:
\$16,950	COMPLETE PROPOSAL TOTAL:

Supplemental Documents