



K-State Student Union

2021-22 Annual Report

K-State community,

I am grateful for the collective effort from our student volunteers, student employees, full time employees and partners for another incredible year of overcoming challenges and maximizing opportunities.

The K-State Student Union is the heartbeat of campus. And, if I am honest, that heartbeat has been faint over the past couple of years due to the impact COVID-19 has had on our campus. That said, I am encouraged by signs of life that we have witnessed in recent months. Traffic levels continue to increase, events are becoming a part of the norm and students are beginning to reclaim their favorite booth or lounge chair in the building again. It is awesome to see the beautiful smiles that light up the building as UPC continues to offer engaging and fun programs throughout the Union. Our ambassadors are able to get back out on campus and tell the story of the amazing services we have to offer to the campus community. Our Union Governing Board has been able to reconnect in person while sampling food from prospective retail concepts and give real time feedback about recommendations to make the Union better for everyone who enters our doors. It has been awesome to bring together our staff and their families in person to help cultivate the culture of belonging and well-being.

If there is one thing that I have learned over the past couple of years, is that life is so much better when we have an opportunity to do it together. We would not have been able to make it through the past 24 months without the collective support of each other.

I am most excited about the future of the Union and the Kansas State University community. I am hopeful that our first-year class for the fall will continue to grow and bring new energy to campus. I anticipate our partners will identify creative ways to engage campus with renewed energy and increased service hours. We also look forward to bringing new food options to campus next academic year. Students and the community can also anticipate new ways to engage community through the esports space that will be available within the bowling center this upcoming fall semester. The pandemic had a tremendous impact on the Union's services and operations, but I believe we are going to go into the next academic year better than ever. And I know our student leaders will continue to challenge us to continue enhancing the services we offer to the community.

We are poised to deliver on our commitment to serve all, especially students, with facilities that provide services, programs, leadership experiences and educational opportunities which foster a sense of well-being and belonging in an inclusive community. As you review this report of accomplishments and growth opportunities, I hope you are able to recognize and appreciate the many stakeholders who have been critical to maintaining the standard of excellence we hope to provide for students and the greater community.

With Wildcat Pride,



Corey D. Williamson

Executive Director, K-State Student Union



K-State Student Union Strategic Direction

Mission

To serve all, especially students, with facilities that provide services, programs, leadership experiences and educational opportunities which foster a sense of well-being and belonging in an inclusive community.

Guiding Principles

Engage – The Union is an influential hub and a key component in shaping the K-State experience. The Union is a place where students are encouraged to gather, lead and collaborate as they maximize their Wildcat experience. The Union is centered on a vision that enhances social, intellectual, and community wellbeing.

Educate – The Union enhances students' academic experience through programming, student employment and volunteering. By advancing student life and formulating interactive learning, the Union strengthens the K-State community.

Empower – The Union promotes an atmosphere where individuals can explore ideas in which they passionately believe and embark on a journey of self-discovery to create change for the campus community. Investment in student leadership is essential for the growth of the university and an important factor in determining the success of the out-of-classroom experience.

Strategic Objectives

Student Development – Enhance the K-State student experience by providing intentional opportunities that offer transferable knowledge, skills and abilities that support student readiness for post-college employment.

- **Key Result** – Student employees will demonstrate improved work performance based on fall and spring employee evaluations.

Community Well-being – The Union fosters community in physical and digital spaces where every person has the opportunity to build connections and make lasting contributions in a safe and secure environment.

- **Key Result** – Establish a fully operational esports facility within the Union Bowling Center by June 30, 2022.

Quality Service – The Union and all team members will commit to providing the highest quality services to ensure the experience of every person at the Union is positive and their unique needs are met to their satisfaction.

- **Key Result** – Obtain an overall effectiveness rating (factor 12) of 75% or more on the Union Skyfactor benchmarking survey for the 2021-2022 academic year.

Financial Stewardship – Improve financial positioning of the Union to support the operational needs, preventative maintenance, capital renewal and future facility projects.

- **Key Result** – Designate 10% of self-generated revenue to be placed in reserves for future capital renewal and preventative maintenance needs by June 30, 2022.

Facility Improvement – The Union will offer contemporary, safe, accessible and inclusive facilities to support the needs of the K-State campus community.

- **Key Result** – Execute the replacement of three HVAC units to improve facility air quality by June 30, 2022.

YOUR

K-STATE STUDENT UNION AND OUR CORPORATE PARTNERS
ARE HERE FOR YOUR CONVENIENCE AND SERVICE.

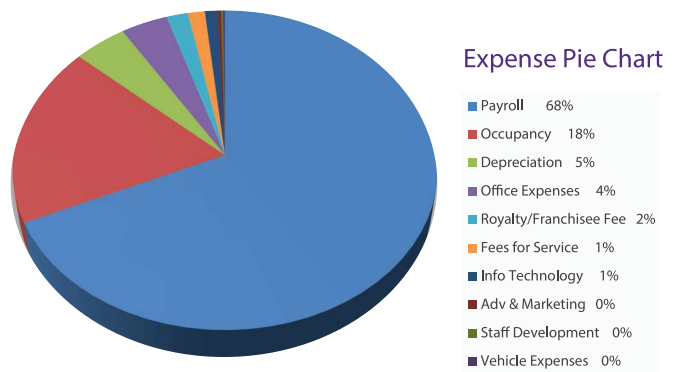
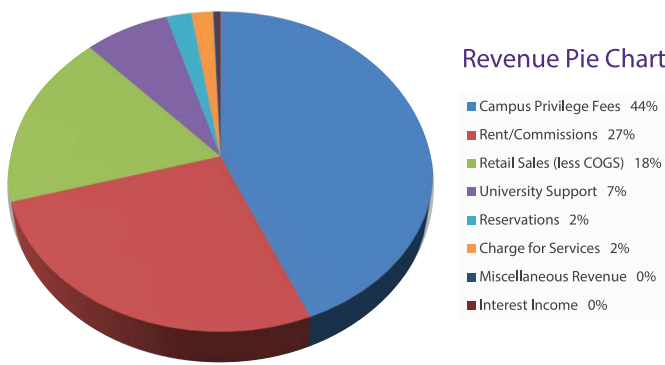


Business Services

Business Services continues to strive for improvement in processes and procedures. Producing and delivering accurate and timely financial statements are the core focus of the department. In the next fiscal year, the department plans to provide business forms online for staff convenience and to complete written departmental procedures for consistency in operation.

Accomplishments:

- Unqualified opinion from annual audit
- Transitioned leadership to assistant director of human resources
- Adjusted all budget areas due to Student Governing Association student fee cuts.



Human Resources

Accomplishments:

- Successfully merged the Human Resources and Business Services units into a cohesive department.
- Recruited for executive assistant, engraving assistant, specialist I/accounting and human resources, coordinator I/reservations, coordinator I/student programs and coordinator II /student programs positions.
- Revised and implemented personnel Policy and Procedure Manual.
- Developed new full-time employee position description template.
- Audited all full-time position duties.
- Navigated Union's health insurance coverage change from large-group to small-group employer plan.



Retail Services

The landscape for retail food and beverage units in the Union was one of recovery. After two years of devastating losses in traffic and revenue, the past year brought renewed hope of a return to some resemblance of normal operations.

The Union is extremely thankful to all of the retail partners that weathered the storm of pandemic and continued operations. That effort speaks volumes to the commitment for both the Union and the K-State community.

Accomplishments:

- Launched Dining Dollars program in collaboration with K-State Housing and Dining
- Opened three new food service spaces: Hunt Brothers Pizza, Pretzelmaker and FujiSan Sushi
- Catering revenue exceeded budget projections by 212%

Total revenue: \$369,515



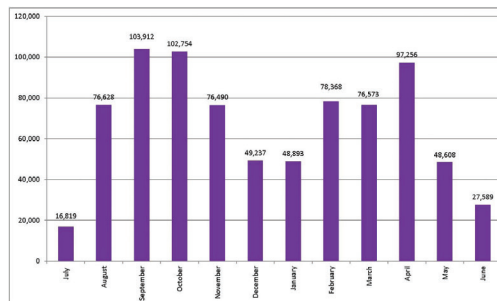
Operations

Accomplishments:

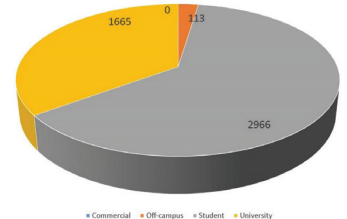
- Concrete improvements to Bosco Student Plaza
- Replacement of two air-handling units
- Renovations/renaming of Union 224 to William "Bill" Muir Room
- Loading dock upgrades and improvements
- Increase of 197% in space reservations from 1,595 events to 4,744 events
- Planned equipment needs and space utilization for proposed esports area



Monthly Traffic Counts



Room Use by Category



Union Program Council

The student programs department was restructured for FY22 with all staff reporting to the assistant director of marketing and student programs. The initiatives that were implemented include:

Accomplishments:

- Streamlined and updated budget process with new budget templates

- Incorporated technology resources in file storage, information collection, online forms usage and Microsoft Teams management.

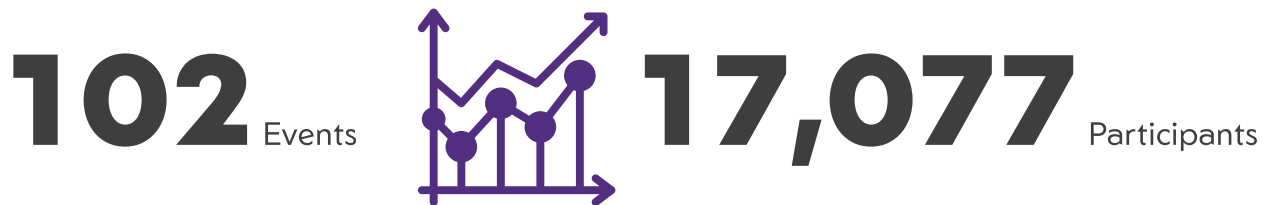
- Reinstituted the graduate assistant position.

- Added student marketing assistant position to create constancy in social media and web management.

- Utilized student staff to manage administrative duties.

- Created a welcoming office environment through inventory and supply management.

- Managed engagement efforts with student service fee reductions



Marketing

With the return of in-person opportunities, Union Marketing leverage its social platforms and website to connect with the campus in new ways. Significant emphasis was placed on community building and creating opportunities to be part of the Union in a more impactful way.



Facebook

Impressions: 82,922 up 59.4%
Engagement: up 100% (154)
Post link clicks: 100% (31)

Audience growth: up 108.6%

Top Post: Wednesday Oct. 20, 2021
Employee Spotlight

Total Engagement: 292
Reactions: 234
Comments: 56
Shares: 3



Twitter

Impressions: down 369.3% (260,176)
Engagement: down 79.4% (5,824)
Post link clicks: down 83.5% (256)

Audience growth: down 0.2% (5,501)

Top Post: Thursday Sept. 23, 2022
Almost Friday

Total Engagement: 440
Reactions: 5
Comments: 0
Shares: 0



Instagram

Impressions: up 100% (59.6K)
Engagement: up 563% (11,317)
Post link clicks: 66

Audience growth: gained 307 followers

Top Post: Tuesday Feb. 8, 2022
Licensed Pride K-State Flag

Total Engagement: 275
Reactions: 197
Comments: 6
Shares: 61



Website

Website views: up 37% (334,850)
Unique Page Views: up 37% (268,059)
Average Time on Page: down 10.00%

Top 10 Visited Pages:
Home: up 38.84%
K-State Campus Store: up 10.43%
K-State ID Center: 7.43%
Union Bowling Center: up 71.68%
Restaurants: up 41.07%
Shopping & Services: up 31.61%
Union Station by JPs: up 64.49%
Cat Cash: down 56.26%
Cat Tech: down 8.77%

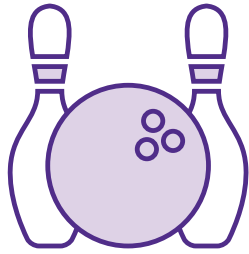


Student Design Services

Completed Projects: 31
Total Student Orgs: 11

Bowling Center

Post pandemic traffic in the center is reduced but steadily increasing. Four leagues have resumed activity. Open bowling saw a decline in numbers but continued to rebound with more than 16,000 games played. Reservations for bowling exceeded 200 hosted groups, including 26 full facility rentals and 55 birthday party rentals. The center remains a popular destination for campus departments and student organizations to hold events.



16,000

Games of open bowling



\$173,632

in sales



Awards



Employee Achievement Award

Award Winners - Fall 2021

- Staff - Clayton Nelson, Building Operations
- Student - Zachary Dillinger, Marketing

Award Winners - Spring 2022

- Staff - John May, Maintenance
- Student - Hailey Krueger, Retail Services

Vision Award

2021: Cindy Bontrager

Winter Scholarship

2020-2021: Ethan Doherty

APPRECIATION
FOR YOUR
VISION





State Student Union  union.k-state.edu

Engage • Educate • Empower