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University of Wisconsin  
**Whitewater**



JAMES R. CONNOR

**UNIVERSITY  
CENTER**

# **ANNUAL REPORT**

**2024-2025**



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## KEY OF ACRONYMS

- ACUI** - Association of College Unions International
- EBI** - Employment Background Investigations
- MAGD** - Media Arts and Game Development
- NACAS** - National Association of College Auxiliary Services
- SAI** - Student Activities & Involvement
- UC** - University Center
- UWW** - University of Wisconsin-Whitewater

# UC Mission

As the **HEART OF THE CAMPUS** experience, the University Center contributes to each Warhawk's unique educational journey through student-centered environments, programs, events, and services.

## Message from the **EXECUTIVE DIRECTOR**

*Angela Meldonian*



Each year brings new challenges and new opportunities—and this year, we embraced both with a focus on **AMPLIFYING IMPACT**. At the University Center, this meant more than just doing more. It meant doing better, being bolder, and ensuring that everything we offered made a meaningful difference in the student experience.

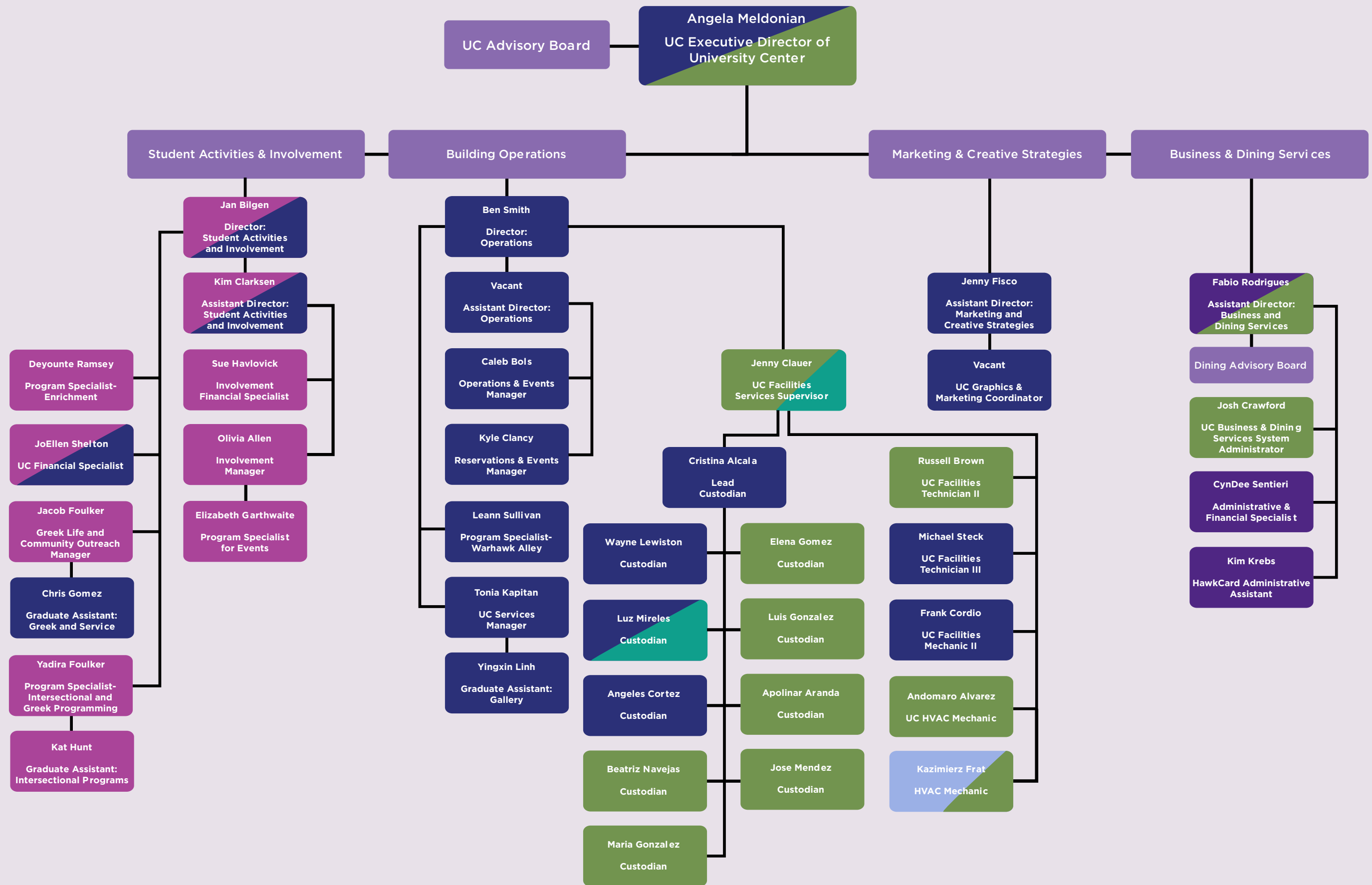
We leaned into collaboration. We listened to student voices. We elevated creative ideas. And we expanded how our spaces, programs, and services support campus life. Whether through intentional design updates, inclusive programming, or stronger partnerships across campus, our goal was clear: **To be a place where every student can connect, be seen, and succeed.**

This year's University Center Annual Report highlights the many ways we've aligned our efforts with the 2023–2028 Strategic Plan, reinforcing our commitment to student success, campus engagement, and inclusive excellence.

The University Center and Warhawk Dining remain central pillars of the student experience—providing essential services, welcoming spaces, and opportunities for growth, learning, and leadership. Through innovative programs, collaborative initiatives, and facility enhancements, we continue to evolve in service of our students and the broader campus community.

As you explore this report, you'll find stories of impact, highlights of progress, and examples of how we're making a difference through creativity, connection, and purpose-driven service. We are proud of what we've accomplished—and even more excited for what's ahead.

See you **#intheUC!**



In Spring 2025, the University Center was reorganized to establish **Marketing & Creative Strategies** as a new branch.

UC Seg Fee: Blue • SAI Seg Fee: Magenta • HawkCard Budget: Purple • Dining Budget: Green • Bookstore Budget: Teal • FP&M Budget: Light Blue

# Strategic Plan Themes

2023-2028

- THEME 1:**  
ENHANCE THE VALUE OF A  
UW-WHITEWATER EDUCATION
- THEME 2:**  
CREATE AN INCLUSIVE ENVIRONMENT  
FOR STUDENT SUCCESS
- THEME 3:**  
ADVANCE CO-CURRICULAR EXPERIENCES
- THEME 4:**  
DEEPEN A CULTURE OF COLLABORATION

# Student Affairs Priorities

-  **PRIORITY 1:**  
STUDENT SUCCESS &  
EXPERIENTIAL LEARNING
-  **PRIORITY 2:**  
TELLING OUR STORY
-  **PRIORITY 3:**  
ENGAGEMENT, CONNECTION,  
& RETENTION
-  **PRIORITY 4:**  
SAFETY, HEALTH, & WELLBEING
-  **PRIORITY 5:**  
INCLUSION & SENSE OF BELONGING
-  **PRIORITY 6:**  
BUDGET & FISCAL RESPONSIBILITY
-  **PRIORITY 7:**  
FACILITIES, OPERATIONS,  
& TECHNOLOGY

## THEME 1:

### ENHANCE THE VALUE OF A UW-WHITEWATER EDUCATION

#### Business & Dining Services

- More than **433,000** swipes were recorded and more than **462,000** total meals were served between Esker and Drumlin Dining Halls.
- Computer Services** transitioned Transact eAccounts to Single Sign-On to enhance usability and streamline access.
- Transact point of sale devices handled **1.4 million** transactions, including **165,000** event entries across **5,944** unique attendees.
- Purple Plate Catering** served over **63,567** guests at catering events and increased sales to off-campus groups, bringing additional commissions back to the University.



Average satisfaction in Drumlin and Esker Residential Dining Halls reached **71%**, marking the third consecutive increase in survey results.

#### Building Operations

- The **UC Custodial and Maintenance** team completed over **1,265** work orders to enhance and improve the UC for the student experience.
- Roberta's Art Gallery** hosted **3,304** visitors with **445** reception attendees over **23** unique exhibits and special events.
- Warhawk Alley** welcomed **3,372** unique students during the fiscal year, offering bowling, billiards, ping pong, video games, tournaments, and events.
- Tech Crew** enhanced learning experiences with reliable audio/visual support for over **100+** academic and co-curricular events annually and created welcoming spaces by adapting technology to accommodate diverse user needs and identities across **5+** departments.
- Tech Crew** collaborated with faculty, staff, and peers to deliver seamless presentations with **zero** technical disruptions in **90%** of events, ensuring impactful and engaging sessions.
- In late April, **Butler Middle School's AVID Excel students** toured the UC and campus, citing Warhawk Alley, Roberta's Art Gallery, and the dining experience as highlights. **At least one student expressed interest in attending UWW in the future.**



Warhawk Alley continued to show strong student engagement with **19,641** students visits, a **9%** increase over last fiscal year.



#### Student Activities & Involvement

- Student Activities & Involvement** supported over 190 recognized student clubs & organizations.



UC Live/Homecoming offered **60** events drawing **7,700+** attendees with no financial barriers for students.

#### STUDENT AFFAIRS PRIORITIES

- STUDENT SUCCESS & EXPERIENTIAL LEARNING
- TELLING OUR STORY
- ENGAGEMENT, CONNECTION, & RETENTION
- SAFETY, HEALTH, & WELLBEING
- INCLUSION & SENSE OF BELONGING
- BUDGET & FISCAL RESPONSIBILITY
- FACILITIES, OPERATIONS, & TECHNOLOGY

## THEME 2:

## CREATE AN INCLUSIVE ENVIRONMENT FOR STUDENT SUCCESS

### Business & Dining Services

- The **HawkCard Office** and **Warhawk Dining** provided meal plans and campus dining access to over **4,000** students and staff.
- Over **1,200** off-campus purchases were made using Purple Points at local partner businesses.
- More than **5,000** users placed over **100,000** orders through Transact Mobile Ordering at two campus locations.
- **Warhawk Dining's Campus Dietitian** interacted with over **55** different students to discuss how campus dining can support their nutritional goals, resulting in **150** in-person meetings.
- Pepsi vending machines provided/sold **87,176** drinks with the most popular locations being: Wells East (4,765 items sold), Williams Center HelloGood (4,580 items sold) and Hyland (4,501 items sold).



**Warhawk Dining's meal recovery program donated nearly 800 meals to the Warhawk Pantry, diverting more than 450 pounds of food waste.**

### Building Operations

- **UC Reservations** transitioned from paper to digital forms in Connect2, improving response times and streamlining the reservation process for greater efficiency and user experience.
- **Information Services** assisted with over **4,000** student, staff, faculty, and guest questions in person, over phone, email, and the UC Texting Line.
- **Information Services** sold over **1,100** mail items, printed **400** student resumes, and had **190** phone charger check-outs.
- **UC Information Services & Business Services** staff supported over **100** campus vending machines/operations across campus by supporting service calls, refill requests, and machine moves.
- The **Warhawk Pantry** tripled usage over the last three years with over **22,000** pounds of food and hygiene products given out, serving over **700** unique students with over **3,100** total visits.
- The **Warhawk Pantry** collaborated with over **22** campus departments and student organizations to host food drives and outreach events to support Warhawks in need.



**New Building Operations procedures improved room setup flexibility and guest capacity, resulting in a total of 6,041 room reservations at the University Center.**



### Student Activities & Involvement

- **Glow Night** welcomed **1,000+** students the first week of classes, fostering an early sense of belonging.
- A campus definition of **"intersectionality"** was created by **Student Activities & Involvement** and was reviewed and supported by Chancellor King.
- The Non-Trad Pad was transformed into the **Serenity Space**—a dedicated area offering resources to support Warhawks' mental and emotional well-being, and a place to relax and recharge.



**Student Activities & Involvement engaged 4,700+ students through educational programs and org support, and 11,100+ through entertainment events.**

### Marketing & Creative Strategies



**700+ kindness notes were shared by students for the World Kindness Day display in the UC Concourse, Nov. 13-14, 2024.**

### Student Engagement Unit: PB Poorman Pride Center

- The **Pride Center** provided **five** inclusivity trainings and peer educator panels with **248** attendees.



**The Pride Center offered six signature events during the year and welcomed 471 attendees.**

#### STUDENT AFFAIRS PRIORITIES

- STUDENT SUCCESS & EXPERIENTIAL LEARNING
- TELLING OUR STORY
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# Strategic Plan Themes

## THEME 3:

## ADVANCE CO-CURRICULAR EXPERIENCES

### Business & Dining Services

- The **HawkCard Office** processed **3,751** online photo submissions, significantly reducing in-person wait times.



Printed 4,000 HawkCards across Main Campus and Rock County, including 200 voter IDs during election week.

### Building Operations



Roberta's Art Gallery partnered with World Languages & Literature and the Department of Art & Design (MAGD) to host two visiting artists: Agnes Yellow Bear (North Dakota) and Jiawei Gong (China), offering students hands-on experiences that connect classroom learning to real-world practice.

### Marketing & Creative Strategies

- With **193,408** total views and **64,668** active users, the **UC website** remained a key digital resource for the campus community.
- **UC Graphics & Marketing** created over **2,700** unique designs and formats, supporting events, services, and outreach across the University Center.



UC Instagram grew 35% with 1,027 new followers, reaching over 800,000 users and generating nearly 1 million impressions across posts and profiles.



### Student Activities & Involvement

- **Homecoming Study Night** and the **Homecoming Bonfire** provided low-stress and academic-focused events for more than **1,000** students in October 2024.
- **6,466** unique users logged in, and **3,408** downloaded the UWW **Connect2** app.
- **Student Activities & Involvement** supported **723** Greek community members in 2024–2025, including **286** new members. Greek Community represents **7.86%** of the total student body.
- The **Warhawk Connection Center** hosted **10** programs and welcomed **247** overall attendees.



**Connect2** launched in Fall 2024 with nearly 200 organizations and over 30 departments represented. A total of 3,844 events were promoted by 143 groups, drawing nearly 17,000 attendees.

### Student Engagement Unit: PB Poorman Pride Center



The Pride Center employed one graduate assistant, three student interns, and five peer educators to work in the Pride Center. These employees create and maintain a welcoming Pride Center space, develop and run programs and events, and provide resources to fellow students.

#### STUDENT AFFAIRS PRIORITIES

- STUDENT SUCCESS & EXPERIENTIAL LEARNING
- TELLING OUR STORY
- ENGAGEMENT, CONNECTION, & RETENTION
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- FACILITIES, OPERATIONS, & TECHNOLOGY

## THEME 4:

## DEEPEN A CULTURE OF COLLABORATION

### Business & Dining Services

- **Computer Services** worked with **15** campus departments and units to provide Transact services, door access, event attendance, and technology support.
- The **HawkCard Office** designed and built a business intelligence and analytics system to provide a cohesive reporting function and holistic view of metrics for all Transact services used across campus.



UC Finance processed \$12.7 million in purchase orders, invoices, and requisitions to support the University Center & Warhawk Dining.

### Building Operations

- **Roberta's Art Gallery** hosted **4** pop-up exhibits celebrating creativity, culture, and community by supporting events such as the **Children's Center's 50th Anniversary** and **First-Gen College Student CELEBRATION** through collaborative programming.
- **UC IT infrastructure** was upgraded in collaboration with **ITS** to support expanded technology-based conferences and trainings, enabling the University Center to successfully host high-profile events such as the **Department of Military Affairs** training exercise.



Roberta's Art Gallery partnered with 45 campus partners to host 11 quality exhibitions, 10 receptions and two special events celebrating creativity, culture, and campus community through collaborative programming.

### Marketing & Creative Strategies

- **UC Graphics & Marketing** partnered with UWW departments to share information through the UC blog, resulting in **15,181** views of fun, casual campus content.



562 large-format print jobs completed by UC Graphics & Marketing totaled 32,049 inches of printed media for UC and campus use.

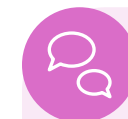
### Student Activities & Involvement



The Warhawk Connection Center hosted 57 unique reservations from student organizations and campus partners, with over 5,500 additional evening visits outside of scheduled events.



### Student Engagement Unit: PB Poorman Pride Center



Worked collaboratively with partners across campus including: Interpersonal Violence Prevention Coordinator, Winther Counseling Program, Human Resources, Student Government, Housing, Student Activities & Involvement, and Women's and Gender Studies, to develop interdisciplinary and co-curricular programming and services, programs and events, and provide resources to fellow students.

#### STUDENT AFFAIRS PRIORITIES

- STUDENT SUCCESS & EXPERIENTIAL LEARNING
- TELLING OUR STORY
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# UC Insights Survey Data

From April 1-May 1, 2025, 818 UW-Whitewater students shared their experiences with the University Center through the ACUI/Benchworks Insight Survey.

Their feedback highlights the UC as a safe, welcoming, and engaging space at the heart of campus life.

## HIGH STUDENT ENGAGEMENT & USE

94.1%

of students visited the UC during the academic year.

66.9%

visit between 9 a.m. and 2 p.m., showing strong midday traffic.

Nearly half (49.1%) participate in UC activities at least once per semester, and 28.9% participate monthly or more often.

### THE TOP 3 REASONS STUDENTS VISIT THE UC:

- 1) Eat (79.8%)
- 2) Study (59%)
- 3) Meet Others (37.2%)

## STRONG STUDENT SATISFACTION

Students rated the UC highly in these areas (scale of 1-7):

Category	Mean Score
Safe Place	6.28
Place to feel welcome	6.16
Enjoyable place to spend time	6.11
Provides a variety of services	6.23
Overall satisfaction	5.85
Fulfills its mission as center of community life	5.87



## EXCELLENT PERCEPTION OF STAFF

Staff Quality	Mean Score
Courteous	6.10
Available	5.99
Knowledgeable	5.97

## CLEAN & WELCOMING FACILITIES

Area	Mean Score
Entrance cleanliness	6.18
Hallway cleanliness	6.21
Restroom cleanliness	6.01
Overall cleanliness	6.06

## COMMUNITY & BELONGING

83.7%

agree the UC promotes a sense of community.

91%

indicate it's a central meeting place for students.

74.5%

indicate the UC has contributed to their sense of belonging.

## PROGRAMS THAT MATTER

91.2%

agree the UC is a place to get involved in campus life.

80.6%

agree the UC offers events they find interesting.

76.6%

indicate UC activities enhance their educational experience.

## BENCHWORKS FACTORS

RANK OUT OF ALL PARTICIPATING INSTITUTIONS

FACTOR 1: Publicizes the Union and Promotes Campus

1/48

How satisfied are you with the extent to which the College Union: Publicizes activities sponsored by the College Union

1/47

FACTOR 2: College Union has a Positive Environment

7/48

To what extent do you agree or disagree that the College Union: Is an enjoyable place to spend time

3/48

FACTOR 3: College Union is Student-Oriented

1/48

How satisfied are you with the extent to which the College Union: Is a place to get involved in campus life

1/48



FACTOR 4: College Union is a Source of Entertainment

2/48

To what extent do you agree or disagree that the College Union: Is a source for a wide variety of entertainment

1/48

FACTOR 5: College Union Enhances Life and Leadership

5/48

To what extent do the College Union activities: Enhance ability to interact socially

1/48

## STUDENT QUOTES

What do you like most about the University Center?

“ IT IS THE HEART OF UWW and has provided countless positive experiences for myself as a student leader on campus and has done the same for nearly all students. ”

“ I LIKE THAT IT'S SO OPEN AND ALIVE with so many different things. Everyone is doing something different or passing through, but it's really fun to be a part of. From people at tables promoting clubs, studying, eating, socializing, everyone is comfortable and enjoys the environment. ”

# Student Employment

## RECRUITMENT & HIRING

194

applications received

66

students hired during Spring 2025, up from 28 in Spring 2024

196

students hired across the 2024-2025 academic year

## UC STUDENT EMPLOYMENT SNAPSHOT

136 STUDENT EMPLOYEES worked across University Center units in 2024-2025

As of May 1, 2025:

21

Business & Dining Services

29

Student Activities & Involvement

56

Building Operations

12

Marketing & Creative Strategies

37 student employees graduated this year (12 in December and 25 in May)

## UC STUDENT EMPLOYEE DESIRED LEARNING OUTCOMES

Student employees will:

- Feel supported and developed in meaningful ways, which prepares them for their future careers.
- Experience equity in compensation and opportunity across UC units.
- Have a sense of connection and belonging to the UC, campus, and broader community.
- Interact across departments and gain experiences across UC units.

## ASSESSMENT & DATA HIGHLIGHTS

In April 2025, UW-Whitewater Student Affairs conducted a division-wide EBI Student Employment Survey. The following highlights reflect responses from University Center student employees:

67%

of UC student employees have worked on campus for more than one year.

15.5%

of UC student employees self-identified as a race other than white.

87.7%

report a higher GPA than the campus average (self-reported).

83.3%

report experiencing a high level of respect among co-workers.

Students rated the impact of working in the UC as 5.46 out of 6.0 in improving the value of their education at UW-Whitewater.



## STUDENT QUOTES

What do I like most about working in the UC?

“ I like being able to **INTERACT WITH AND HELP STUDENTS** on a daily basis. It feels good to know I helped someone understand a concept better, or become more prepared for a test because of my help. ”

“ Getting a **NEW PERSPECTIVE** on something I was less familiar with. ”

“ I liked **MEETING NEW PEOPLE AND GETTING TO FORM RELATIONSHIPS** with my coworkers over the years. I was exposed to different types of people that I would have not otherwise probably met. ”

“ **I FEEL VERY WELCOME AND CAPABLE** in my job. I feel much more confident in going out in the workforce outside of the university. ”

“ What I like most about my student employee experience is that I get to bond with my fellow co-workers. It feels great to **FEEL A SENSE OF BELONGING** coming into work. When you work well with others, you feel better at your job. ”

“ Being able to gain **REAL-WORLD EXPERIENCE** that directly relates to my job and major. ”



# Special Recognition

## Student Affairs Leadership Academy

UC staff members **Fabio Rodrigues** and **Leann Sullivan** were nominated for the UW-System sponsored **Student Affairs Leadership Academy**, aimed at fostering collaboration, building a network of Student Affairs professionals, creating change, and supporting staff development.



## UC Graphics & Marketing Awards

UC Graphics & Marketing took **3rd place** in **ACUI's annual Steal This Idea** competition for the UC's FRIENDS-themed Student Employee Appreciation Week campaign, and earned **honorable mention** in the multi-page publication category for the 2023-24 UC Annual Report.

## Journal Article Published

**Sam N. W. Blake** was published in the *Journal of Dramatic Theory and Criticism* (Vol. 38, No. 2, 2024) with their article **"Sixty 'Villagers' Onstage: Criminal Intimacy, Queer Community, and Queen Self-Authorship in Mae West's *The Drag*."**

## NACAS - Central Region Mentor Award

**Angela Meldonian** was awarded the **NACAS - Central Region Mentor Award**.

# Student Engagement Unit:

## PB POORMAN PRIDE CENTER

The PB Poorman Pride Center is dedicated to creating a safe and inclusive campus for all Warhawks. We foster LGBTQ+ community, advocacy and education through programs, resources, and initiatives that promote student success and campus belonging.

Our co-curricular opportunities are approached intersectionally as we work to create a campus that recognizes and values the vast range of experiences encompassed by human gender and sexuality.

## THE PB POORMAN PRIDE CENTER IN 2024/2025:

- Offered **six** signature events during the year and welcomed **471** attendees.
- Provided **five** inclusivity trainings and peer educator panels with **248** attendees.
- Employed **one** graduate assistant, **three** student interns, and **five** peer educators to work in the Pride Center. These employees create and maintain a welcoming Pride Center space, develop and run programs and events, and provide resources to fellow students.

The Pride Center worked collaboratively with partners across campus to develop interdisciplinary and co-curricular programming and services.

## COLLABORATIVE HIGHLIGHTS INCLUDE:

- Worked with **Winther Counseling Services** to establish an **LGBTQ+ support group** on campus and offer peer educator panels to counselors in training.
- Helped the **Interpersonal Violence Prevention Coordinator** bring Marlee Liss, a queer restorative justice advocate, to campus.
- Partnered with the **Warhawk Connection Center** to host a joint **Spring Semester Kickoff**.



# Warhawk Dining

## FIRST YEAR HIGHLIGHTS (2024-2025)

The first year of the new Warhawk Dining contract with Chartwells brought significant improvements across service, student satisfaction, infrastructure, and sustainability. Through intentional planning, campus engagement, and vendor collaboration, Warhawk Dining has made visible strides toward becoming one of the top campus dining programs in Wisconsin.

### KEY HIGHLIGHTS:

#### Rising Student Satisfaction:

Dining satisfaction scores rose to **3.93%** in 2025, continuing a multi-year trend of improvement. These consistent gains (from 3.05% in 2021 to 3.93% in 2025) reflect focused investments in menu variety, speed of service, and staff responsiveness.

#### Expanded Dining Options & New Concepts

- The Dub and Willie’s were revamped to reflect student feedback and trends, with new menus and mobile ordering to reduce wait times.
- New stations such as Wild Greens, Absurd Bird, Iron Waffles, and Willie Presents are new dining concepts debuted at Ike Schaffer Commons.
- Campus favorites like Wild Blue Sushi and Global Noodles were introduced or improved for better quality and variety.

#### Technology & Infrastructure Enhancements

- Transact Mobile Ordering launched, with strong adoption, contributing to reduced lines and more seating availability.
- The new Dine on Campus website and Mobile Order app got updated to show centralized menus, hours, and event updates.

#### Operational Impact

- Students used more meal swipes and spent less Dining Dollars and money out-of-pocket compared to the prior year, showing better value alignment.

#### Menu & Service Innovation

- The meal plan structure transitioned from “meal exchange” to retail equivalency, providing greater flexibility and improved swipe value at all retail and concession locations.
- New combo items and flex swipe options were added for commuter students, faculty, and staff.
- Use of Text2Chat, HappyOrNot, and Foodie Feedback helped ensure responsiveness to student input.

#### Sustainability & Campus Partnerships

- Programs such as Waste Not 2.0, coffee ground composting, and the reusable to-go box program were launched or expanded, aligning dining operations with UW-Whitewater’s sustainability goals.
- A meal recovery partnership with the Warhawk Pantry began, distributing frozen meals to students in need.
- Dining staff partnered with Title IX, UWW Athletics, the Children’s Center, and UC Live to integrate nutrition, wellness, and food safety education into the campus culture.



## 2025 & BEYOND

# The University Center & Warhawk Dining:

### CENTERING ON STUDENTS IN ALL EFFORTS

- Provide opportunities that encourage connection and collaboration, fostering greater understanding and appreciation of individual identities, cultural backgrounds, and personal perspectives.
- Continue offering programs and experiences that build a strong sense of belonging across campus.

### DESIGNING & DELIVERY OF EXCEPTIONAL SERVICES AND SPACES THAT ANTICIPATE STUDENTS NEEDS

- Maintain a balanced budget through responsible use of student-allocated funds while exploring innovative ways to enhance services and generate additional revenue.

### ADVANCING STUDENT SUCCESS THROUGH CO-CURRICULAR ENGAGEMENT

- Ensure the delivery of high-quality services and programs through strong student employment, engaged staff, and effective use of technology.

**Collaboration between Warhawk Dining, University staff, and facilities led to successful service continuity and long-term planning. These achievements reflect a strong first year under the new contract and lay a solid foundation for continued innovation, student satisfaction, and operational excellence in the years ahead.**



University of Wisconsin  
**Whitewater**

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