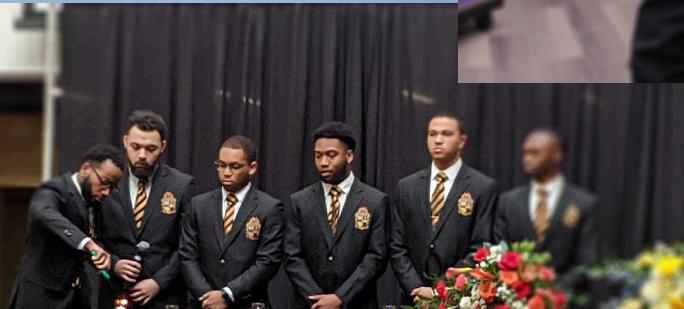




K-STATE STUDENT Union



2020-21 ANNUAL REPORT

K-STATE STUDENT

I am incredibly proud of the K-State Student Union's efforts to progress the mission of fostering community wellbeing and belonging at Kansas State University. The Union celebrated its 65th Anniversary in 2021 and since opening on March 8, 1956, a rich history of collaboration, programs and facility improvements has been built to meet the needs of students and the greater campus community.

The past year has been filled with unprecedented challenges due to the impact of COVID-19. As a result of the pandemic, Union staff and student volunteers reimagined how to serve the campus during the period of hybrid instruction. We had to revisit what it means to build community when much of our community was unable to gather in the same physical space. K-State students and staff rose to the challenge by offering unique virtual experiences for engagement such as speakers, comedians, movies and game nights. The facilities team continued to offer a safe space for students to use for dining, studying and gathering safely with their organizations in compliance with COVID-19 protocols.

The Union also had the opportunity to celebrate with campus partners as the university realized the completed construction of the Morris Family Multicultural Student Center adjacent to the facility. The center is a place where students of all backgrounds can openly express themselves and bring campus together to celebrate culture and heritage. The Union is excited to be physically connected to this new structure which also represents the shared connection of mission and values.

I would also like to express my most sincere appreciation to the entire Union team. All have been exceptional team members while navigating the personal and professional impact of the pandemic. Each has taken on additional responsibilities, schedule changes, temporary furloughs and pay reductions. You have endured these challenges while providing exceptional services to the university community. I am honored to serve in leadership with such amazing team members who are passionate about building community at K-State.

The Union team presents the 2020-2021 annual report with optimism about the future of our campus. As a community, we have overcome one of the most difficult academic years we have experienced as a university. I am proud of the resiliency the community has demonstrated as we continued to "pivot" as circumstances evolved and changed. Although we continue to navigate the complexities of the pandemic, I am confident that our community will grow stronger as we support each other.

With Wildcat Pride,



Corey Williamson
Executive Director
K-State Student Union

COVID 19 Union Response Overview

- The Union closed on March 16, 2020, due to health and safety concerns.
- The K-State Campus Store supported students in multiple ways.
 - Free shipping for orders and book returns.
 - Free digital textbooks for students who were not able to return to Manhattan.
 - Allowed graduation regalia to be returned to the store at no cost to the student.
 - Provided service remotely throughout the summer.
- Fulltime and student staff remained on payroll until May 15, 2020.
- Implemented hiring freeze through July 1, 2021.
- 43 Union staff members were placed on furlough from May 17- Aug. 3, 2020.
- Prorated contract agreements with retail partners based on university closure dates.
- Facilitated online ID card request process for new, incoming students.
- Building remained staffed by one person throughout the 2020 summer for urgent requests.
- Developed COVID-19 protocols to restart Union operations for the fall 2020 semester.

Reawakening Plan

The Union looked forward to providing a safe and welcoming place for the campus community to come back together and reconnect in person. The team made every effort to provide a safe space for students, faculty, staff and administrators to receive the necessary services that foster a sense of community while engaging and supporting one another during such unprecedented times.

The facility team incorporated cleaning and disinfecting procedures according to CDC guidelines with frequent touch points addressed hourly or as frequently as possible.

Union staff members were trained and updated regularly regarding CDC recommended health and safety protocols including proper use of personal protective equipment, testing and isolation regulations, as well as remote work procedures.

The Union continued to offer various food service options including Panda Express, Qdoba, Radina's Coffee, Fast Track, Subway and Union Station by JP's. The K-State Campus Store reopened in the Union to provide course materials, technology and supplies to campus.

Event and meeting numbers within the Union were limited based on guidelines set by state, local and university officials. Seating and attendance capacities were adjusted to accommodate social distancing requirements which resulted in a decrease of up to 70% in most rooms.

Lounge and dining areas were also adjusted according to social distancing recommendations to maintain six (6) feet of space between tables and chairs on all levels of the facility. The requirements resulted in a general seating reduction of approximately 50% throughout the building.

Signage that promoted social distancing behaviors and good hygiene practices were posted throughout the building and were consistent with the university message of "Every Wildcat Wellcat".

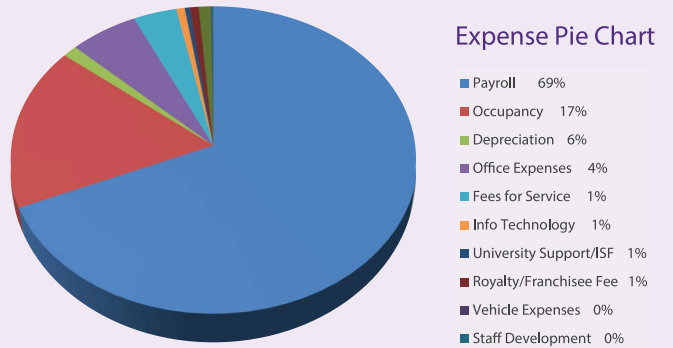
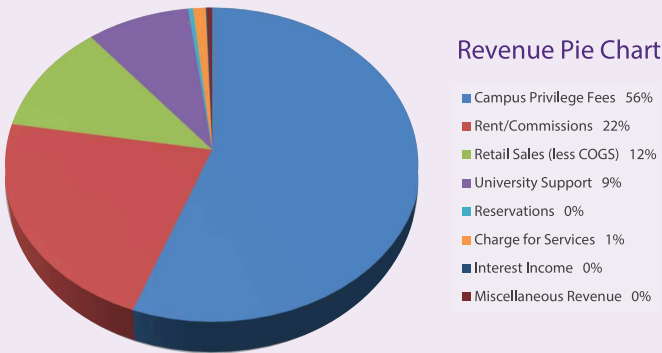
YOUR K-STATE STUDENT UNION AND OUR CORPORATE PARTNERS
ARE HERE FOR YOUR CONVENIENCE AND SERVICE.



Business Services

Union Business Services continuously strived for improvements in the processes and procedures needed to deliver accurate and timely financial statements. The office takes pride in the hard work and resiliency over the past the year.

- Goals:
- Upgrade accounting software
 - Complete written procedures
 - Provide internal business forms online for staff members



Human Resources

Accomplishments:

- Developed and implemented new tuition assistance benefit for full-time employees
- Introduce new senior team key competency performance review
- Conducted "Supervisor 101" trainings
- Enhanced online staff center with HR documentation and benefits section
- Collaborated with Union units to develop enhanced student employee recruitment strategies
- Revised employee policy and procedure manual

Goals for FY2022:

- Continue regularly scheduled supervisor training opportunities
- Implement revised employee policy and procedure manual
- Implement redesigned full-time employee position descriptions
- Effectively engage employees to increase retention

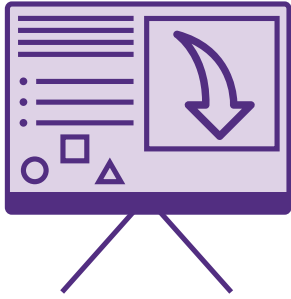
Employee Statistics:

- Average Total Staff = 65
- New Hired Employee Total = 29
- Termination/Resignation/Retirement/Layoff Total = 75



Retail Services

The past two fiscal years' financial data reflect the extreme impact that COVID-19 had on the Union's retail services. The consequences of the pandemic were felt both financially and on the types and availability of services that could be provided.



*In the two years of the pandemic,
Retail Services lost:*

-\$5,629,838 in sales
-\$453,441 in net revenue

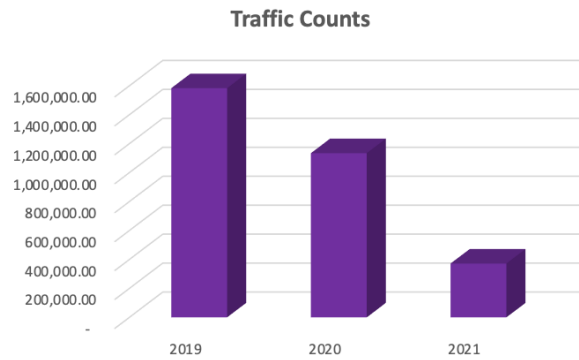


Operations

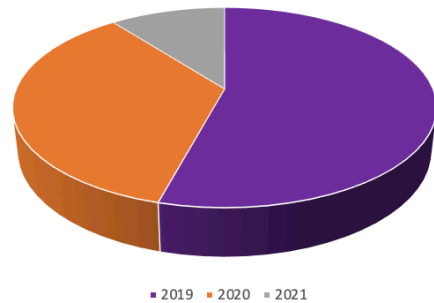
Accomplishments:

- New IT equipment installed in renovated spaces
- Implemented and managed Microsoft Teams application for Union staff
- Assisted sustainability efforts by leading outdated computer equipment recycling.

Renovation of **3** banquet rooms



Events



■ 2019 ■ 2020 ■ 2021

Union Program Council

The student programs department and Union Program Council created community, encouraged engagement, and provided programs to students despite challenges, impacts and changing regulations due to the pandemic. A combination of in-person, virtual, and hybrid events allowed students to reconnect with campus and peers in innovative ways.

99

Total
Events



8,782
Participants



Marketing

Even though K-Staters couldn't gather in traditional ways during the 2020-21 academic year, Union Marketing developed and coordinated multiple forms of communication to engage students and create community. Updates, posts, and online resources helped Wildcats have fun, keep learning, and encouraged well-being.



Facebook

Impressions: down 71.1% (229,526)
Engagement: down 67.5% (8,528)
Post link clicks: down 40.4% (649)

Audience growth: up 1.2% (4,029)

Top Post: Wednesday, Sept. 2, 2020
Promoting proactive wellness with no-touch temperature scanners

Total Engagement: 2,673
Reactions: 222
Comments: 12
Shares: 18



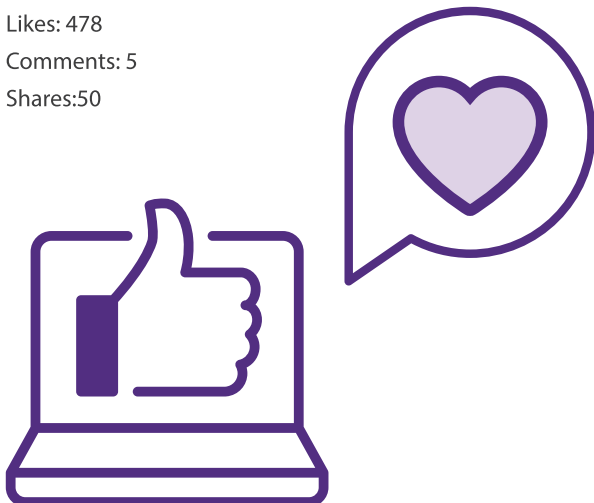
Twitter

Impressions: down 37.1% (846, 218)
Engagement: down 22.7% (28,298)
Post link clicks: down 39.3% (1,549)

Audience growth: down 2.2% (5,512)

Top Post: Friday, Aug. 14, 2020
Jean and Willies Mask.

Total Engagement: 6,769
Likes: 478
Comments: 5
Shares: 50



Instagram

Impressions: down 66.3% (30,930)
Engagement: down 43.1% (1,706)
Profile actions: down 5.7% (116)

Audience growth: up 11.4% (1,394)

Top Post: Monday, Aug. 17, 2020
Every Wildcat a Wellcat

Total Engagement: 112
Likes: 111
Comments: 1
Saves: 0



Website

Website views: down 19.76% (244,475)
Unique page views: down 20.46% (195,229)
Average Time on Page: up 11.60%

Top 10 Visited pages:
K-State Campus Store: down 4.69%
Home: down 15.52%
ID Center: up 331.91%
Cat Cash: down 19.79%
Restaurants: down 19.65%
Bowling Center: down 10.42%
Shopping and Services: down 7.02%
Cat Tech: up 7.67%
Food and Fun: down 23.34%
Union Station by JP's: down 40.80%



Student Design Services

Completed Projects: 32
Total Student Orgs: 19

Bowling Center

The Wabash Cannon Bowl had 108 reservations, 13 birthdays, 84 league participants, 450 hours of pool, 31,500 games of open bowling, and \$123,000 in sales. Besides the league participants, everything else was down considerably especially not being able to hold full reservations due to COVID-19 p.



31,500
GAMES OF OPEN BOWLING



\$123,000
IN SALES

Awards



Employee Achievement Award

Fall 2020:
Student recipients: Zachary Dillinger and Erin Stroup, marketing
Staff recipient: Naomi Rodriguez, programs

Spring 2021:
Student recipient: Brooke Colglazier, building operations
Staff recipient: Jeff White, marketing

Vision Award

2021: Bill Muir, UGB ex-officio

Winter Scholarship

2020-2021: Vedant Kulkarni, Matthew Swords and Ryan Urban



