



UNIVERSITY OF
NORTHERN
COLORADO

University Program Council Annual Report 2022-23



Division of Student Affairs and Enrollment Services
University of Northern Colorado



Section 1 – Mission, Vision, Goals

Mission

The mission of the University Program Council (UPC) is to actively plan the best, most engaging, meaningful, thoughtful and entertaining events for UNC. The UPC is a student fee-funded organization that consists of student coordinators and many volunteers. Each coordinator plans concerts, lectures, community events, group events, special events and many more just for students and the UNC community. Homecoming, open mic nights, B.I.G Bear Welcome, New Student Days, Family and Friends Weekend, comedy nights and the Spring Concert are just a few of the many programs offered by UPC.

Vision

The University Program Council wants to create the most entertaining and impactful events for students to feel like they belong, are involved and have a connection to campus. UPC wants to host consistent and diverse programming across UNC and the overall Greeley community.

Goals

1. Create a more structured event schedule.
2. Create more diverse events consisting of more identity-based programming.
3. Create more HSI programming.
4. Create more intentional and impactful events around identity.

Section 2 – Points of Pride

1. The University Program Council brought back the UNC Spring Concert after 4 years of not having one. UPC also was able to obtain a significant sponsorship for the Spring Concert from Pepsi that was able to help financially with the green room, grand prize and performer riders. We were able to give away an electric Bugatti Scooter valued at \$1,200. We were also able to provide a great experience for the artist, who gave glowing reviews to myself and my staff.
2. UPC increased the social media presence on Instagram from 250 followers at the beginning of the year to more than 1,760 followers by the end of the year. The most recent set of analytics between the months of March and April showed UPC reached 5,293 accounts with more than 1,000 impressions per post. This is almost a 700% increase in followers but also a significant increase in reach and impressions. This helped UPC be able to reach more students with the marketing efforts for all the events throughout the year.
3. UPC started consistent programming at the newly built Burger % Co. We have started to make this more of a student hang-out location during dinner. UPC was able to have more intentional programming for students to hang out after class.



Section 3 – Assessment/Learning Outcomes, July 1, 2022 – May 31, 2023

Outcome #1: UPC hopes to provide events that tailor to student interests and positively contribute to UNC and the Greeley community. Students will identify event/programming interests that are based on their interest areas and alternatives to engaging in high-risk behaviors

How is it connected to the SAES Guiding Principles? Principle Two. The division will meet the needs and interests of UNC students and staff promoting a sense of community, engagement, responsibility and co-curricular development while supporting personal health, safety and wellness.

What are you measuring? We conducted different types of events ranging from trivia nights to proms to bonfires. We were able to have a wide range of events that fit different student needs including small, more intimate events like game nights, bingo and tote painting to bigger, more social events like a silent disco, a drag show and ice skating (Bears on Ice). We were able to see how many students showed up compared to previous events.

What is the evidence? Students have told us many times about the friends they have made, as well as how much they enjoyed themselves at UPC events. We also saw an increase in the number of students who were at the events.

What is the result? We were able to host more impactful events where we saw different students at all the events. Most of the evidence was from word of mouth at the event and from different conversations had between UPC staff and students. We also had great attendance at some of the events: Bears on Ice had around 600 students show up; the silent disco had about 700 students show up; and we had consistently around 10 to 20 students show up to the Burger & Co. events and participate. We also consistently had 50 to 100 students at most other events hosted by or collaborated with UPC.

Outcome #2: UPC aspires to build the UNC community by hosting events that bring many students together across different identities and interests in collaboration with UNC departments and offices. Students will learn to build community by attending UPC events, meeting new people of diverse backgrounds and connecting to campus departments and offices.

How is it connected to the SAES Guiding Principles? Principle Three. The division will foster a campus climate of acceptance and accountability by striving to prepare all members of the division and the communities we serve to thrive in an intercultural society.

What are you measuring? We are looking at the number of collaborations that happen. We were able to collaborate with many campuses partners this year including but not limited to cultural centers, Athletics and a few academic programs.

What is the evidence? We collaborated with the Gender and Sexuality Resource Center to help with the a drag show. We collaborated with the Brewing Sciences Program for New Student Days. We hosted multiple promos with Athletics at different sporting events. We also partnered with Housing and Residential Education and the Residence Hall Association in bringing traditional programming back to campus like Haunted Harrison.



What is the result? We were able to bring back some traditional programming like Haunted Harrison, as well as continue to establish more programming with Athletics and academic partners. We created an opportunity for UPC to have true liaisons for different departments on campus, which has allowed us to be more tied in with campus and created the opportunity to be more collaborative with departments across campus.

Outcome #3: UPC hopes to provide programs and events that challenge students' perspectives, facilitate new experiences, and encourage students to expand beyond their comfort zone by attending unique programs and events, attending a wide variety of program and event types, and engaging with identities, experiences, ideas and cultures different from their own

How is it connected to the SAES Guiding Principles? Principle Two. The division will meet the needs and interests of UNC students and staff promoting a sense of community, engagement, responsibility and co-curricular development while supporting personal health, safety and wellness.

What are you measuring? We are measuring the participation of students at the events. The more students participating, the more we are able to get them out of their comfort zone, which leads to them getting more exposure to a variety of events.

What is the evidence? Students shared that they have been able to get out of their comfort zone and feel safe at UPC events. Because they feel safe, they have had the opportunity to experience different types of events. Students also shared that they were able to come to the events and feel a greater sense of belonging on campus and at UNC.

What is the result? We have seen an increase in participation in events. We also have seen different students at events, which helps UPC create a more diverse selection of events.

Outcome #4: UPC aspires to facilitate student connection across the UNC and Greeley communities through intentional programs and events by connecting students with UNC student organizations, student groups, departments, offices and opportunities, as well as with organizations and businesses in Greeley.

How is it connected to the SAES Guiding Principles? Principle Two. The division will meet the needs and interests of UNC students and staff promoting a sense of community, engagement, responsibility and co-curricular development while supporting personal health, safety and wellness.

What are you measuring? We are seeing how we can get students involved not only on UNC's campus but also involved in the greater Greeley community. While we see involvement at UNC, we also want to make sure students are involved in the surrounding Greeley area.

What is the evidence? The number of events hosted around Greeley, including more off-campus UNC-affiliated events.

What is the result? We have partnered with the Greeley Downtown Development Authority and other local downtown businesses to provide opportunities for students to participate in the UNC Block Party. We have also added a Greeley Night out and UNC Take Over downtown, which gives students opportunities to perform in the Greeley downtown area for the public.