



University of  
Kentucky<sup>®</sup>

S T U D E N T  
C E N T E R  
P R O G R A M M I N G

Board of Trustees Academic and Student  
Affairs Committee

Jim Wims and Grace Hahn Hester  
May 1, 2018



# Student Center Programming



## Work Group Charge

Develop an intentional programming strategy and initiative attendant to the reopening of the Student Center.

Create a calendar of programming that is reflective of campus-wide interests and groups, and synergistic with the academic mission.

Ensure that the proposed strategy and programming integrate with the larger work of marketing and branding of the Student Center.



# Student Center Programming

## GUIDING PRINCIPLES

### MEMBERSHIP

Does the programming promote a sense of belonging to the wider UK community?

### IDENTITY

Does the programming allow participants to feel respected for who they are?

### INTEGRATION

Is the programming part of a wider narrative so that what participants take from one event/program/experience is built upon and becomes cumulative?

### SHARED EMOTIONAL CONNECTION

Does the programming create a shared emotional connection for those in the audience?



# Student Center Programming



## CONNECTING PARALELL PROGRAMMING STRANDS

- + (Extracurricular programming)
- + (Co-curricular programming)
- + Design Thinking

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### Intentional Collaborative Programing

*Creating programming worthy of the building – innovative, engaging, and connected*



# Student Center Programming

## THE STUDENT CENTER CHALLENGE (CO-CURRICULAR PROGRAMMING)

- Engaging faculty and the larger UK community
- Enhancing the out-of-class experience
- 17 presentations

The Challenge Team:

### **Student and Academic Life**

Greg Heileman, Jim Wims, Grace Hahn Hester,  
Tyler Gayheart

### **College of Design**

Patrick Lucas, Rebekah Radtke

### **College of Education**

John Nash





# Student Center Programming

## EXTRACURRICULAR PROGRAMMING – INNOVATIVE COLLABORATION



Coordinated work team of campus partners to create web of integrated programming.

**Collaborative Partners:** Student and Academic Life, Student Activities Board, Student Government, International Center, Lewis Honors College, WRFL, UK Campus Housing, UK Dining, Office of Institutional Diversity, Cat's Den, Student Center Cinema, Gatton College of Business and Economics, and UK Alumni Association.



# Student Center Programming

## KEYSTONE DEFINITION

**key·stone**

**'kē ,stōn/**

**noun**

noun: keystone; plural noun: keystones

1. a central stone at the summit of an arch, locking the whole together.

synonyms:

foundation, basis, linchpin, cornerstone, base, guiding principle, core, heart, center, crux, fundamental



I M A G I N E T H I S A T  
T H E S T U D E N T  
C E N T E R





# Student Center Programming

(SHARED EMOTIONAL CONNECTION)  
LABOR-STAY AT UK

**Friday, August 31st – Monday, September 3rd**

**Partners Include:** Student Activities Board, Cat's Den, Student Center Cinema, Center for Community Outreach, UK Dining, Campus Recreation and Wellness, Fraternity and Sorority Life, and Student Organizations and Activities.

**WHY**—Increase belonging and engagement with campus; expose to resources; keep them on campus.

SNACKTACULAR

Evening during Dead Week; 9PM-3AM

**Open Student Center meeting spaces up for studying, and provide academic resources, wellness activities, and late night meal options.**





# Student Center Programming

(MEMBERSHIP)

COMMUNITIES – SHARING THE  
WEALTH  
OF WHAT WE DO

Programs Include:

- Photography Exhibition
- Rural and Urban Stories
- Art Exhibition Coordination
- Front Porch Fridays





# Student Center Programming

(IDENTITY)

EXPLORE YOURSELF AND  
YOUR PLACE IN THE WORLD

Programs Include:

- Know Your World, Know Your Impact
- Exploratory Majors Program
- Gender and Women's Studies Conference Speaker
- Pre-Health Professions Coordination





# Student Center Programming

(Integration)

Holistic Wellness

Programs Include:

- Wellness Wednesdays
- #AdultingUK
- Health Disparities in the LGBTQ\* Community
- Healthy Living Awareness





# Student Center Programming



## **SUSTAINABILITY AND COORDINATION**

### **April 2018**

Comprehensive draft calendar for Fall 2018 by May 1, 2018.

### **Summer 2018**

Develop communication in coordination with UK Public Relations through digital signage, targeted marketing with Salesforce, and UK Residence Life.

### **Fall 2018**

Continue to build staffing infrastructure to sustain a level of coordination and programming support – in place by December 1, 2018.

Develop assessment with campus partners to measure impact on the student experience.



# Student Center Programming



## IMPACTING THE STUDENT EXPERIENCE

Innovation, collaborative, and intentional programming enhances the student experience and leads to:

Engagement ➡ Persistence ➡ Graduation

- A greater sense of belonging
- Value of degree
- Career skill development
- Higher retention and graduation rates

Students can not come to every event, but we can create an event for every student.