



A TRUE BLUE YEAR

Student Life Divisional Highlights 2021-22

UP FRONT

Hosting students on the Sunday night before classes, the Bulls Welcome Back Blast, in partnership with UB Athletics, ushered in a new annual campus tradition. The event featured a spirit rally and 3-D fireworks spectacular, commemorating the start of the academic year.



Celebrating a Year of Accomplishments

The 2021-22 academic year was my first at the University at Buffalo, and it ushered in a renewed sense of hope and optimism.

With our celebrated return to in-person classes, our students still faced several ongoing challenges. Despite this, I'm proud to report that the division of Student Life continued its important work, delivering on its mission to enhance the UB student experience.

Creating a premier learning environment in support of student retention and success continues to guide our promise. For students to truly achieve their maximum potential, we initiated a comprehensive divisional restructuring plan to optimize program and service delivery to better meet the needs of our diverse student population. By focusing on the key areas of student support, health and wellness, engagement and success, and diversity, equity, and inclusion, this transition allowed for a more targeted focus and greater collaboration, both within the division and across the institution.

The tangible results of our efforts continue to create the best possible experience for our students, highlighted this year with the historic opening of One World Café, a state-of-the-art global eatery. In addition, Student Life branded a comprehensive wellness initiative called Taking Care, that touches the emotional and mental well-being of our students as a precursor to launching future plans for a long-anticipated health and recreation center.

Certainly, while a majority of our efforts this year were targeted toward stewarding a successful return to campus, I'm excited with the prospect of working with a Student Life team that will define our future. All of these developing programs provide the opportunity for our staff to invest their collective energy into an improved and reimagined Student Life.

There is much to be proud of and lots of work still to be done. I hope you will join us on this exciting journey.



BRIAN F. HAMLUK
Vice President for Student Life



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Introduction

This past year, the division of Student Life provided several reasons to be optimistic about the future. It also allowed divisional staff to take pause and reflect on ongoing efforts as they relate to retention, growth, happiness, and the future success of our UB students.

From a vibrant return to campus, to a renewed sense of True Blue spirit, the 2021-22 academic year truly provided both staff and students alike with a reason to celebrate.

Comeback Story: The Interlocking UB

An aerial photograph of a football field during a game or event. A large group of students, wearing blue and white, are standing on the field to form the number 1,519. The field is green with white yard lines and numbers. The word 'BUFFALO' is visible on the left side of the field. The stadium seating is visible in the background.

1,519

STUDENTS PARTICIPATED IN THE 17TH YEAR OF THIS ICONIC TRADITION. STUDENT LIFE CELEBRATED ITS TRIUMPHANT IN-PERSON RETURN TO UB STADIUM DURING WELCOME WEEKEND.

A Virtual Start: Orientation Redefined

As virtual orientation continued for the second consecutive year, members of the Orientation, Transition and Parent Programs team developed new and unique ways to interact with incoming students. The months of July and early August saw Orientation Leaders connect virtually with thousands of incoming UB students in preparation for the fall semester.



A Long Anticipated Return: Opening 2021

After a year and a half of hybrid-learning, the fall ushered in a more normal-looking start to the semester.

6,744

RESIDENTIAL STUDENTS RETURNED TO CAMPUS, WITH 99.8% FULLY VACCINATED AGAINST COVID-19.



5,151

NEW UNDERGRADS COMPLETED SUMMER ORIENTATION.

Orientation Leaders hosted cooking classes (above) and met with students virtually to kick off their UB experience.



President Satish Tripathi and Vice President Brian Hamluk stop to talk to a returning student during move-in week in late August.

Revisiting Old Traditions and Creating New Ones

A returning vibrant campus community truly provided a reason to celebrate. Activities during Opening '21 included academic programming, Welcome Back Carnival, Campus Fest, Late Night Dance Party and a new signature Sunday night celebration called the Bulls Welcome Back Blast.



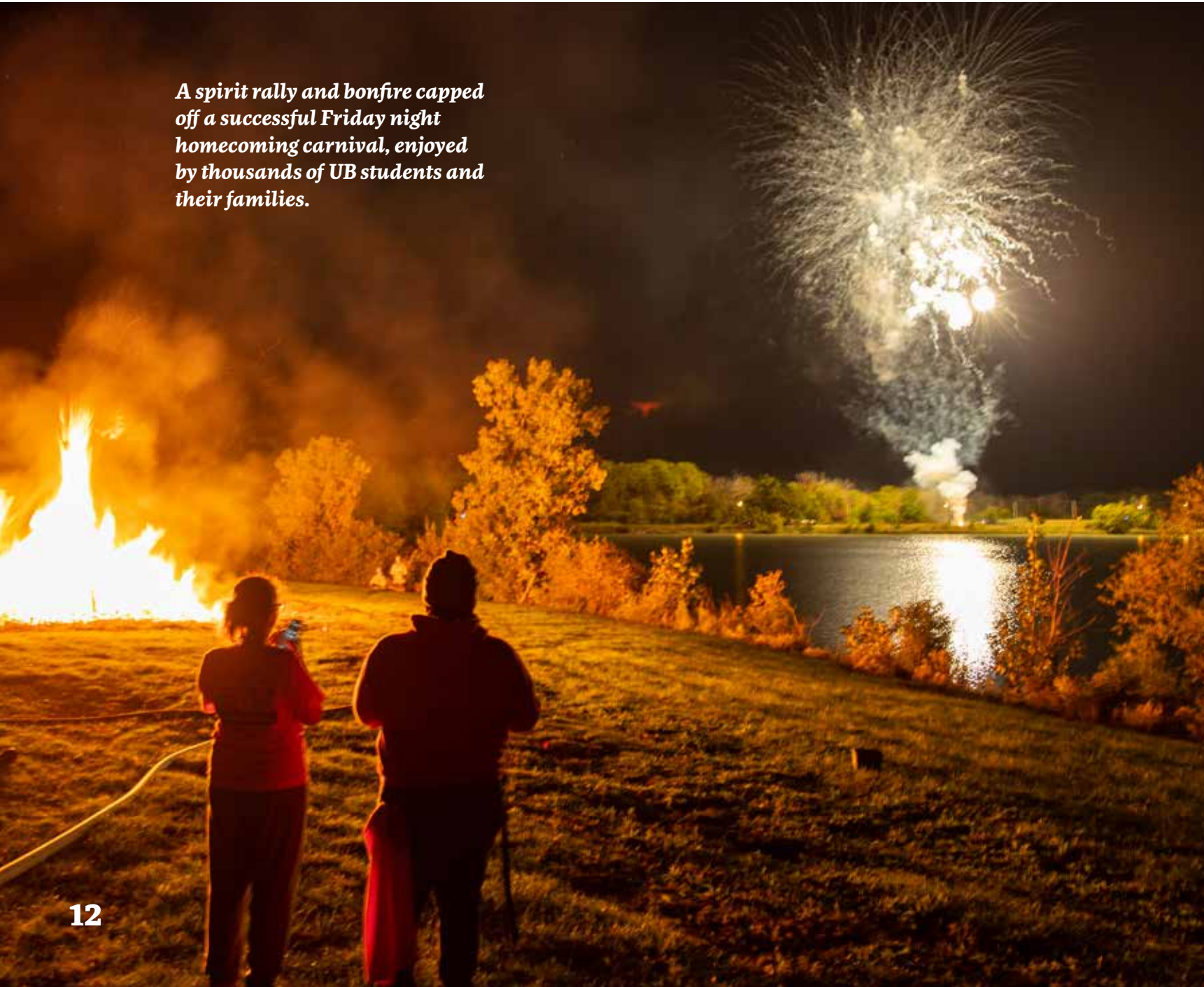
12,000+

STUDENTS PARTICIPATED IN OPENING WEEK ACTIVITIES.

There’s No Place Like Home: Homecoming and Family Weekend

Homecoming and Family Weekend in October provided an opportunity for alumni and families to return to campus for a weekend of True Blue activities. Friday night featured a carnival, football spirit rally and fireworks, while on Saturday, families enjoyed a great day of football at UB Stadium.

A spirit rally and bonfire capped off a successful Friday night homecoming carnival, enjoyed by thousands of UB students and their families.



Marching Band: The Century Celebration

The Thunder of the East celebrated 100 years of tradition with an alumni event for past, current and future Bulls during Homecoming Weekend. The event featured a Friday night reunion reception, and culminated with alumni joining current band members to play during halftime at the Bulls football game. Successful outcomes included the establishment of a Marching Band endowment fund to ensure the financial health of the band for years to come.



Giving Back: Community Outreach



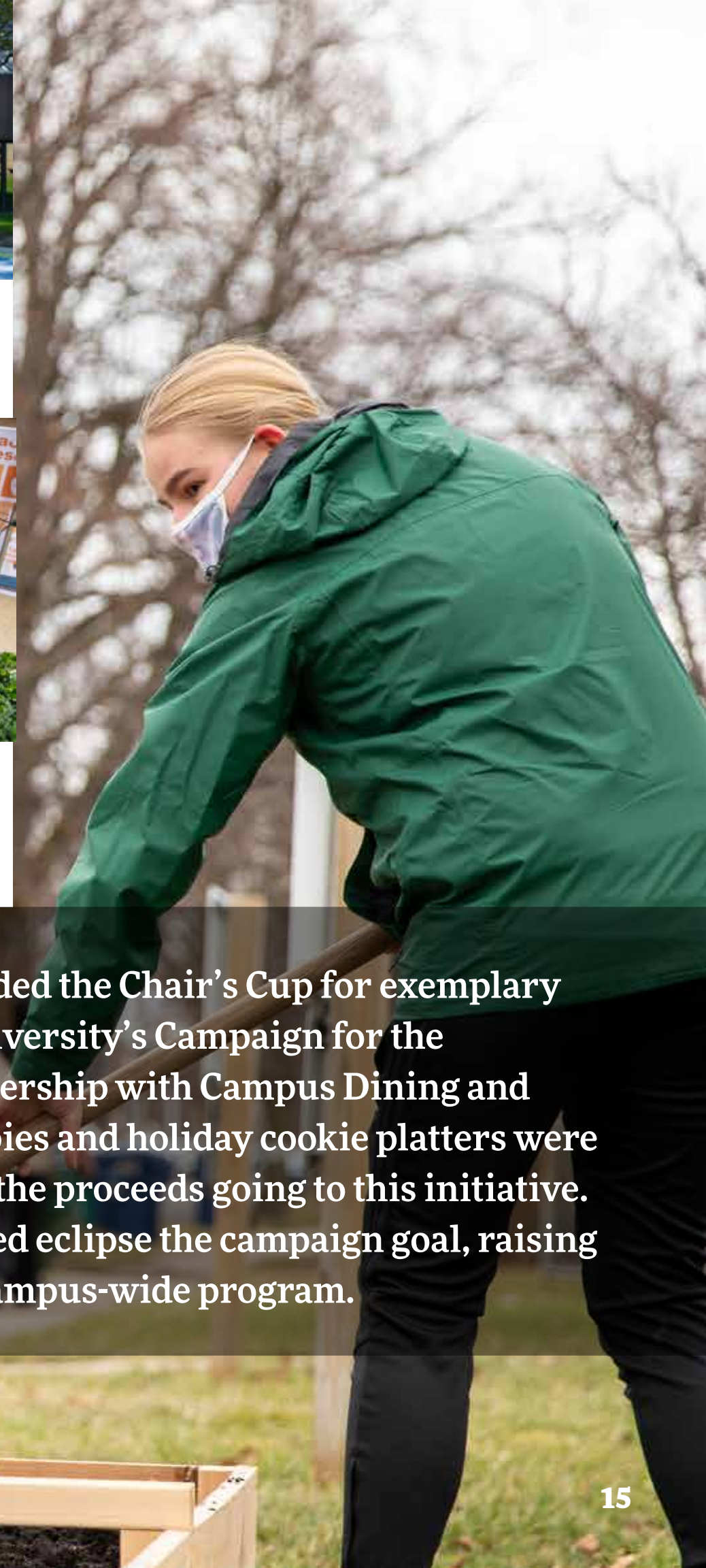
In March, students participated in Alternative Break projects over their spring break through the office of Student Engagement.



The Campaign for the Community Chair's Cup was awarded to Student Life during this year's annual awards program.



The Health Promotion office organized a Community Supported Agriculture (CSA) through Becker Farms, offering healthy options free of charge to students.



Student Life was awarded the Chair's Cup for exemplary commitment to the university's Campaign for the Community. In a partnership with Campus Dining and Shops, Thanksgiving pies and holiday cookie platters were sold, with a portion of the proceeds going to this initiative. This partnership helped eclipse the campaign goal, raising over \$31,000 for this campus-wide program.

Taking Care: An Increased Emphasis on Wellness Support

In December, the division launched a comprehensive health and wellness initiative, Taking Care. Emphasizing health promotion, emotional and mental support and the delivery of high-quality medical services, UB students were empowered to take health into their own hands and maintain a well-balanced lifestyle throughout their UB journey.

Taking Care – Digital Display Screen Graphics



Social Media Sample Post



93%

OF STUDENTS AGREE THAT HEALTH SERVICES SUPPORTS THEIR EFFORT TO REMAIN AND SUCCEED AT UB (HEALTH SERVICES PATIENT SURVEY, 2020).

Taking Care

Find the wellness support important to you

20,000+

STUDENTS PARTICIPATE ANNUALLY IN ONLINE SEXUAL ASSAULT PREVENTION AND ALCOHOL HARM REDUCTION EDUCATION.

Opening the Doors to the World

Reflective of its globally diverse community and its many cultures, One World Café opened in January 2022 as a testament to the university's collective spirit of openness and inclusivity. Situated at one of the North Campus's busiest crossroads and phase three of the Heart of the Campus Master Plan, this 55,000 square-foot destination offers students and members of the campus community a chance to socialize, while sharing authentically prepared global cuisine.



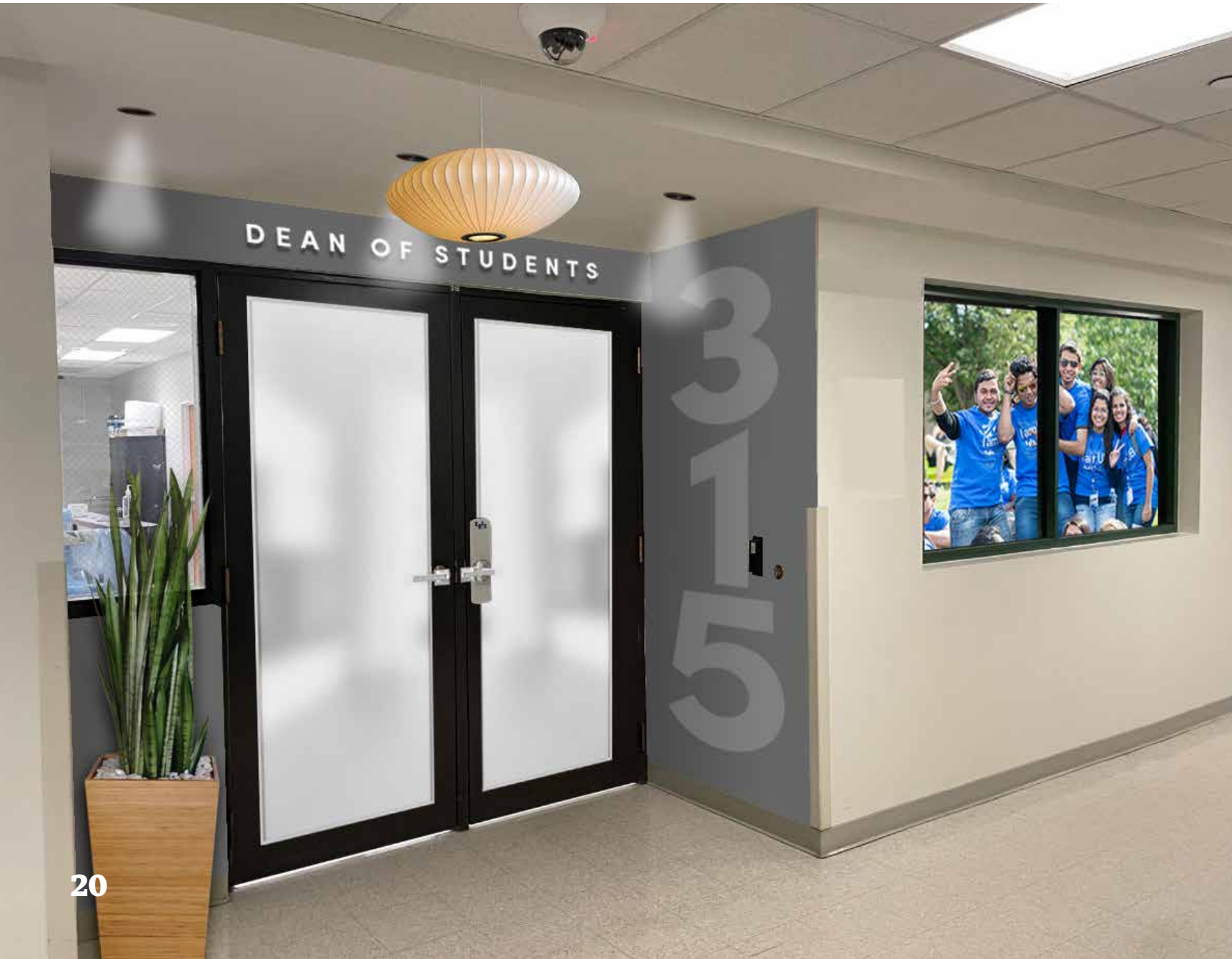
ONE
WORLD
café

Changing the Face of Student Life

Various visual identity projects took place in Student Life during the academic year, which improved the division’s physical spaces. Extensive upgrades were completed in Accessibility Resources, Student Engagement and a third floor relocation of the Dean of Students suite.



Several Student Life offices received a much needed face lift during the academic year, upgrading key gathering points for students.



More Than Just a Name Change: The Career Design Center

In March, the Career Design Center officially re-branded, establishing a bold new direction that challenges students to imagine and design meaningful lives and careers.

On March 30, the Career Design Center hosted an Open House to celebrate campus champions and a shift in student services.





Celebrating Together

Celebrating Our Diversity

UB's Intercultural and Diversity Center (IDC) provides a welcoming space for students, while simultaneously coordinating educational programs and cultural events aimed to broaden student perspectives and promote inclusion, equity, and social justice.

In conjunction with the IDC, Campus Living and the Student Life Social Justice Advisory Group, a Black Lives Matter visual identity project won several national and regional awards, including CASE (Council for Advancement and Support of Education) and SUNYCUAD (State University of New York Council for University Advancement).

Celebrating Staff Success

Association for University and College Counseling Center Directors (AUCCCD) – Lifetime Achievement Award

Senior Director of Student Wellness Sharon Mitchell was awarded the Lifetime Achievement Award for providing outstanding service to AUCCCD and exemplary leadership in the field of College and University Counseling Centers.



2021 Business First Women of Influence Award

Blackstone LaunchPad Director Hadar Borden was named a 2021 Business First Women of Influence Award winner. Community Supporter recognizes women who go beyond the call to devote time, energy and resources to support the community.



Check out some of our other staff accolades worthy of celebration



The Future Wellness of Our Students

As we strive to meet UB's academic and research aspirations, there is a growing need to provide our students with access to the latest state-of-the-art physical spaces.

An Investment For Years to Come

The year began with increased emphasis on relocating our Student Health Services from its existing footprint on the South Campus to an enhanced state-of-the-art facility. Health Services will move to a new location on Maple Road near the North Campus in the fall semester of 2022. This will ultimately provide more space and increased amenities to ensure continued high quality medical care to students. The multiyear relocation of Health Services will effectively serve students until a more holistic solution is delivered in the form of a Recreation and Wellness Center, already in its planning stages.



The newly imagined Health Services facility includes student medical services and a convenient student pharmacy.



Let the Games Begin

Buffalo Esports emerged on the scene in late 2020 and is a member of the Esports Collegiate Conference, competing in highly popular games such as Overwatch, League of Legends and Rocket League. With the university's recent opening of the LevelUp Esports Arena, Student Life has complemented this endeavor with the creation of an esports lounge in our resident apartment Hadley Village, with future plans to launch a 50-station esports lounge in the Ellicott Complex in the fall of 2022.



Scheduled to open in fall 2022, the Ellicott esports lounge will provide students an immersive option for video game play within our campus life footprint.

Thanks a Million \$1.2 M+ Raised

The division experienced unprecedented support for its philanthropic initiatives, achieving an impressive 225% of its original \$575,479 goal. In addition, Student Life placed third overall during UB’s annual Giving Day, unlocking a \$2,500 challenge gift from President Tripathi towards ongoing initiatives.



Photo above: A donor wall proudly stands outside the University Club in One World Café in recognition of individuals who invested in this transformational campus destination.

Photo left: Karen Gerhardt, pictured with President Tripathi and her son Douglas, stand in the recently dedicated Karen and Lester Gerhardt Dining Room in the new University Club.

Expanding our Digital Footprint

Student COVID-19 Communications

Throughout 2021-22, as part of a pilot project for a new email marketing tool, the Division of Student Life communicated with students via an enhanced communications platform. This initial pilot project was completed in collaboration with University Communications and other key university partners to streamline communications to students.

Student Life Email Campaigns:

- 67 campaigns supported
- 441K emails delivered
- 70.9% open rate

A Growing Web and Social Presence

Student Life expanded its digital content reach, achieving 2 million+ page views to its student related content. The UB Student Experience Twitter, Facebook and Instagram channels continued to grow during this period, ranking it third among all social media outlets at the university.

2.4 M+

PAGE VIEWS ON STUDENT
FACING WEBSITES

1 M+

VIEWS ON
UB STUDENT
EXPERIENCE SOCIAL
MEDIA PLATFORMS



Launching Bulls into the Future

May ushered in the 175th commencement season, a milestone moment for all UB graduates. Student Life staff actively engaged graduating students in a number of Countdown to Commencement activities, including Sign-a-Bull, veterans cord ceremony and a senior toast – a final send off to the class of 2022.



The UB Senior Toast, organized through the office of Student Engagement provided the opportunity to recognize the accomplishments of a student’s journey to a UB degree.



Spreading Gratitude, One Leaf at a Time

With Gratitude

The newly installed Gratitude Tree in the Student Union provided students the opportunity to express their appreciation in the form of hand written notes. Gratitude leaves were continually added to the tree during the semester, providing a unique backdrop to a campus community thankful for their student experience.





A MUDDY FINALE

Students got down and dirty during the annual Oozefest mud volleyball tournament signifying the end of the academic year. Started in 1984, Oozefest remains one of UB's strongest and longest spirit traditions.



Student Life

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