College Town Magic thrives when students discover their passion, people, and purpose.
Three Initiatives

- Create proactive & personalized pathways
- Revitalize engagement & belonging
- Optimize health & wellness access
Gen Z expects personalized experiences

Why?

Improving data collection and analysis to inform decision-making

How?

Card reader system aggregate participation numbers

Example

Make informed decisions that will improve the student experience

Create Proactive and Personalized Pathways
5,126 students attended Crimson Nights
We are collecting real-time data to better understand our students’ journeys and create a personalized experience for each of them.

Partnership with University Analytics and Institutional Reporting (UAIR)

8+
Institutional surveys

Sense of belonging increased after engagement

Student Affairs’ commitment to student well-being and success

*Data from IDEAL Survey, 2023

*Data from Sense of Belonging Survey, 2023
Revitalize Engagement & Belonging

Enhance engagement, connection, belonging, inclusivity, and equity for students

Why?
Involvement influences belonging

How?
Uniting efforts across Student Affairs, and with campus partners

Example
Pillar events and tradition setting
4,982 students move into their residence halls
Friday Night Hype Events
We foster opportunities for all students to develop leadership skills and flourish through social and community connections.

7,500 students participated in volunteer activities through the Bennion Center

526 student organizations

1,021 student-focused events posted on Campus Connect

750+ students employed by Student Affairs

*as of 8/01/2023

Data from FY23 Annual Reports
Health and well-being is a priority for over 80% of U students.

**Why?**
Health and well-being is a priority for over 80% of U students.

**How?**
Seamless support and navigation.

**Example**
Co-locate health and wellness services.
Health & Wellness Hub Opening in 2024
We offer caring and innovative services that facilitate their holistic wellness.

80% increase students served by Center for Disability & Access since FY18

662,235 UCard swipes at the Eccles Student Life Center

15,022 appointments at the University Counseling Center in FY23

341 students served at the Basic Needs Collective

Data from FY23 Annual Reports
Create Proactive & Personalized Pathways

Revitalize Engagement & Belonging

Optimize Health & Wellness Access