1. WRC Overview

The Women's Resource Center (WRC) provides a comfortable and friendly place where students, staff and faculty, both women and men, can seek information on a variety of topics, obtain confidential referrals to appropriate campus and community resources, and discuss issues of concern. The WRC presents programming on issues of gender and sexuality, with a special focus on addressing violence against women, including within the Center and campus outreach, providing training to a wide range of student organizations and the larger campus community. Every Wednesday at 11:45am there is the Gender Talk program, a topical conversation about gender issues. The WRC sponsors campus-wide events including the Take Back the Night March, Love Your Body Day, and The Vagina Monologues. The WRC has a small library, two student computers, and a lactation room. The WRC also provides free resources such as feminine hygiene products, condoms, Band-Aids and business interview suits for our female students through Dress for Success Houston, a nonprofit agency. We also are a friendly hangout where we work to build Cougar community and spirit, contributing to student retention and success.

2. WRC Mission

To advocate, educate, and provide support services for the advancement of gender equity on campus.

3. WRC Goals

- To provide a comfortable place where UH students, staff, and faculty can seek information on a variety of topics, obtain confidential referrals to appropriate campus and community resources, and discuss issues of concern (DSAES Initiative: Student Success, Innovation);
- To educate the University of Houston community on topics that concern women with a special focus on violence against women due to gender, sexual identity, race, or disability (DSAES Initiative: Student Success, Innovation and Global Learning Community);
- Continue to bring cutting edge programming that supports the campus community (DSA Initiative: Student Success, Innovation);
• To serve as a liaison between women on campus and the administration, often by working with the University Commission on Women (DSAES Initiative: Strategic Partnerships); and
• To celebrate the achievements of University of Houston women by featuring a UH female faculty, staff or student each month on our web site in the "Spotlight" feature (DSAES Initiative: Global Learning Community).

4. WRC Learning Outcomes
   a. Attendees at the Screening of The Invisible War, a documentary on military sexual assault will learn about resources and referral sources that serve veterans.
   b. Female students, staff and faculty who participate in the inaugural Lean-In Circles will be able to list a specific skill they intend to incorporate into their work life.
   c. Participants in the $tart Smart program will increase their confidence in negotiating for the salary and benefits that match their education and experience.

5. WRC Accomplishments
   a. Successfully hired new program coordinator, Malkia Hutchinson, after a fall job search, and she is adding value to the programs of the WRC.
   b. Presented two new cutting edge programs for our students, staff and faculty:
      i.  $tart Smart program - collaborating with the Women’s, Gender, and Sexuality (WGSS) program we brought in AAUW Wage Gap program to teach our first group of female students (11) how to successfully negotiate for their first salary after graduation. Seven staff members were also trained and we will be able to deliver this program in the future.
      ii. Lean-In Circle - Based on the New York Times best-selling book, Lean In by Facebook COO Sheryl Sandberg, the WRC started a Lean-In circle attended by 15 staff, faculty and students to learn how to be more effective at work. The program lasted eight weeks during the summer.
   c. Produced successful theatrical performance of The Vagina Monologues in the Houston room with three performances to 175 audience members. Twelve students were in the cast and crew and two UH alumni directed the program. Donated $1500 to Houston nonprofit agency that supports women, The Women’s Home, and $150 to V-Day national organization
   d. Ran a successful volunteer program which included 15 volunteers over the course of the year, which gives students a chance to be more involved in campus activities and increase their chance of success in and out of the classroom. Volunteers hung flyers on campus, conducted outreach tabling, and helped staff the WRC. WRC held end-of-semester volunteer parties and gave gifts to thank volunteers for their help over the course of a semester;
   e. Director McPhail appeared in EOS video, Coogs Get Consent.
   f. Referred 13 students to Dress for Success Houston, a nonprofit community agency that provided free business suits, shoes, handbag, and pearls for our students preparing to interview for a job or internship.
Provided helpful information and referrals to students seeking assistance on a range of topics including sexual assault, relationship violence, sexual harassment, stress, single parenting, and more.

Provided helpful supplies to students at no cost including feminine hygiene products, condoms, over the counter pain relief and band aids. The WRC generates good will through these product giveaways.

The WRC regularly tables at events hosted by other campus departments to support our campus colleagues as well as help to get the message out about WRC program and services.

Held weekly Gender Talk programming on various gender-related topics to increase student knowledge and sense of community.

Hosted biweekly meetings of Student Feminist Organization, a registered student organization, to which Beverly acts as advisor.

Successfully communicated to campus community about our programs through weekly listserv, Facebook page, and website.

Since LGBT staff is part-time, WRC staff covers for them and interacts, refers, and supports LGBT students when LGBT staff is not available. WRC staff has friendly relationships with the LGBT student population so there no gaps in service.

The WRC oversees the campus lactation rooms, updating the campus lactation map, allowing key card entry into three sites, and working on family friendly policies.

Each year the WRC hosts a Summer Book Club with the MD Anderson library. Books include one fiction and one non-fiction selection.

In order to celebrate diversity at UH, the WRC sets up informational displays in our offices for various cultural celebrations including: Ramadan, Diwali, Kwanza, Hanukkah, Christmas, Lunar New Year, MLK Jr. Day, Black History Month, Women’s History Month, and more.

Assisted with application for the Violence Against Women grant from the Department of Justice, attended planning meetings, facilitated Memorandum of Understanding (MOU) with Harris County District Attorney’s office.

Held tabling events such as Global Female Condom Day, Breast Cancer Awareness, Domestic Violence Awareness and more.

Additional programming included: Love your Body Day, distributed 300 LYBD posters; screened documentary film entitled Saving Face about acid attacks on women in India; distributed public service posters addressing violence, homophobia, and sexism from Backbone Zone to campus community;

Gender Talk - Each week on Wednesdays at 11:45am Malkia Hutchinson, WRC program coordinator, holds an educational discussion group on gender topics of the day. Topics in FY13 included sexting and interracial dating. An average of 8-10 students attends weekly.

In FY13 the WRC had frequent coverage in the student publication The Daily Cougar about our events and programming. For FY13 a search using The Daily Cougar website found seven articles on WRC programming or staff.

The WRC shared WRC operations and materials with newly started Women’s Centers at Lone Star Community College and Texas Southern University.
w. Have lending library of gender-related books and DVDs for students, staff, and faculty. Faculty most likely to borrow documentary films to show classes.
x. Highlighted 12 women, a mix of students, staff and faculty members and their achievements on our webpage, one each month in our Spotlight feature.

6. Utilizations Reports
   a. **Frequency** – The WRC keeps daily and ongoing tracking of student, staff, and faculty and visitors served in and through our offices. We also keep track of how many people attend each program and tabling event.
   b. **Numbers for FY13:** (Numbers include all those served, walk-ins to our office, outreach, attendees at programs; includes repeat visitors each time they visit).
      - In FY13 the WRC was able to serve 3,765 students, staff and faculty members.
      - We delivered 97 programs in calendar year 2013 (this includes WRC generated programs, co-sponsored programs, tabling events, invited events for student or departments)
      - Of the students served 73% are female and 22% are male and 5% identify as transgender or gender queer.
      - Of those served, 83% are students, 11% are staff, and 1% are faculty members and 5% are visitors.
      - Categories of services utilized: 10% resources, 75% programming, 7% social, and 8% other.
      - We featured 12 women and their achievements on our Spotlight feature on our website.
      - We distributed over 3,000 safety whistles.
      - We distributed over 1500 condoms.
      - We trained and had over 15 regular volunteers.
      - We have 1,276 people receiving our weekly listserv announcements.
      - According to Google Analytics during FY13 the WRC had 15,690 unique views of our website and the average person spent almost two minutes (1 minute, 50 seconds) at the website.
      - We have 292 people who “liked” us on Facebook
      - We distributed 300 Love Your Body Day posters in October 2012.
      - WRC referred 13 women to Dress for Success Houston to receive a business interview suit, shoes, handbag, and pearls.
   c. **Trends** – There was a significant drop from Fall 2011 to fall 2012 since the previous program coordinator left without notice in summer 2012 and the only staffing for the fall was the part-time director, who worked four days a week instead of three to cover the staffing shortage. Spring numbers were improved with only a 32% percent reduction in people served as the new program coordinator was hired at the start of the semester and was coming up to speed during the semester. The poor numbers this summer, a 46% decrease from the previous summer can only be described as a failure to fully attend the summer orientations, where most of the summer utilization numbers come from. This was due to the program coordinator’s inability to attend the early morning student
orientation sessions and the program director’s failure to hold her accountable for attending. The Summer Book Club and the summer Lean-In circles, the two summer programs, were a success, but served smaller numbers of people.

Besides staff changes, the dramatic decreases are most likely due to the current state of the University Center, which is under a dramatic renovation. Despite many signs to the contrary, which we appreciate, many students, staff and faculty continue to believe the University Center is closed. With the loss of food service and limited entrances, the UC is no longer a frequent destination or easy to access, so we have almost certainly lost foot traffic due to the state of the building renovation.

However, this year’s numbers are consistent with trends in previous years in that 1. The majority of student we serve are female, however, a significant smaller number is male; 2. The majority of people we serve are students, with much smaller numbers for staff, faculty and visitors. 3. The majority of those we serve come to our programs, and smaller numbers come to our office for resources and social time. 4. Overall our numbers have dropped since moving out of the University Center Satellite, where our office was more accessible and visible than our current location on the second floor of the WRC. We have attempted to counter that decline with more outreach services and we hope to increase our numbers with greater visibility in our new offices in the newly constructed addition to the University Center. The WRC plans to move in the new building in January 2014.

<table>
<thead>
<tr>
<th>Semester</th>
<th>FY 2012 Numbers Served</th>
<th>FY 2013 Numbers Served</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>3556</td>
<td>1725</td>
<td>51% decrease</td>
</tr>
<tr>
<td>Spring</td>
<td>1931</td>
<td>1317</td>
<td>32% decrease</td>
</tr>
<tr>
<td>Summer</td>
<td>1340</td>
<td>723</td>
<td>46% decrease</td>
</tr>
<tr>
<td>Totals</td>
<td>6827</td>
<td>3765</td>
<td></td>
</tr>
</tbody>
</table>

d. Outreach efforts/programs including frequency and attendance numbers
   • Multiple tabling events on educational and outreach topics-
   • Attending Student Orientations primarily during summer -
   • Attending student and campus programs to which we are invited -
   • Visit all sections of Introduction to Women’s Studies classes each semester -
   • Outreach to UH staff at HR Benefits Fair - 285 staff members, July 2013
7. **Assessment Projects** – The WRC conducted program evaluations on three programs in FY13, one overall satisfaction survey, and in Fall 2012 kept track of how many requests for WRC participation in student and campus departmental programming we were able to fulfill:

- **Start Smart** – The WRC collaborated with the Women’s, Gender, & Sexuality Studies (WGSS) program in CLASS and the AAUW Wage Gap program to present a workshop to teach young women how to successfully negotiate for their first salary after graduation. This was the first time we presented the program and we had 30 participants.
  - 100% of workshop evaluations respondents said that their confidence increased by attending this workshop.
  - 75% strongly agreed that the workshop and materials were relevant to their job search and to securing salary and benefits.
  - 100% strongly agreed that they would recommend participation in this program to a friend.
  - The pre- and post-test measure of content knowledge showed sharp increases in learning.

- **The Invisible War Screening and Discussion Panel**: The WRC partnered with the Veteran Services office to present a screening of the film, *The Invisible War*, an award-winning documentary on sexual assault in the military followed by a panel of experts that discussed the film with audience members. The screening was well-attended (55) and the audience was a mix of students and off-campus service providers. Continuing Education Units (CEUs) were provided for professionals; to be eligible for CEUs the participant was required to fill out an evaluation.
  - 100% of the evaluation respondents either agreed or strongly agreed that the training content was valuable.
  - 100% strongly agreed that the documentary was educational.
  - 100% either strongly agreed or agreed that the workshop format was effective.

- **Lean In Circle** - An evaluation of the UH inaugural Lean In Circle by Circle participants found:
  - 100% of workshop participants were able to identify a new skill they learned from the educational group.
  - 100% strongly agreed that they were satisfied with their participation in the group.
  - 100% said they would recommend this group to others.

- **Satisfaction survey**: The WRC conducted a survey of students to gauge their level of satisfaction with the Women’s Resource Center in the program in which they participated. Of the students who expressed an opinion of being either satisfied or strongly satisfied or dissatisfied or strongly dissatisfied, 95% expressed that they were satisfied or strongly satisfied.

- **Response to Student and Campus Organizations/Departments**: In Fall 2012 the WRC kept track of requests to table at events by student and campus organizations and/or departments or to provide a lecture or resource. The WRC was able to honor 94% of all requests.
8. Assessment Highlights

The assessment results demonstrate with data that the WRC is successfully educating the campus community. We successfully met stated learning outcomes at a very high level. Students overall were very satisfied with our services and had concrete evidence that attendees to our programs were learning program content. The number of people served and our very high marks on evaluations demonstrates our value to the campus community. We were pleased with our beginning assessment efforts as this is the first year we did so and with little guidance as the WRC was not under the DSAES umbrella at the time.

9. Areas for Continuous Improvement

- **Growth and opportunities** – With the WRC’s recent move under the Division of Student Affairs and Enrollment Services (DSAES) the potential for growth and new opportunities abound. We have presented some cutting edge programming and would like to continue to look for new programs that would successfully engage and support our students. For instance, we are looking for ways to more successfully engage students who are also parents. We have a Facebook page dedicated to these students, but would like to offer additional programming. The WRC has also just started working to assess our programming and working with the staff of DSAES hope to advance our work in the assessment area so we can demonstrate what we know anecdotally: that the WRC makes a difference for student success on campus. The WRC would like to increase our assessment expertise by moving beyond paper and pencil assessments to use new technology and also incorporate a rubric for sensitive assessments such as reports of violence against women. We also will begin to keep a record of positive comments we hear about our services. The WRC is also working to make our website congruent with UH marketing standards as well as move the website into the CMS system. Malkia and Beverly were both trained in the CMS system in FY13. The WRC would also like to expand our efforts on increasing campus safety through training students, staff and faculty. Beverly and Malkia were trained in a two day Clery Training by the UHDPS in FY13.

- **Critical Challenges** – The three critical challenges for the WRC are 1. limited staff and limited time to do all of the work and programming we would like to present to the campus community. The director’s position is only part-time. 2. There is difficulty, at times, getting word out about our programs and attracting student to our programs. This is in part a communication issue and trying to get students’ attention in a busy world, and also due to the fact that many of our students are commuter students, work many hours a week, and have less time to attend our programs. It is a process of self-reflection (and assessment) to determine if our low attendance is due to student’s busy lives or perhaps the WRC is not providing the programs students want. So it is a constant effort to evaluate how we can most effectively reach and serve our students. In FY13 Malkia Hutchinson, program coordinator, started a twitter account, but it never really took off. Twitter seems a
more useful tool for celebrities and thought leaders, so we have discontinued the use of Twitter as a way to connect with students. We look forward to the new resources and collaboration for marketing efforts being under the DSAES umbrella will bring. 3. Beverly and Malkia are knowledgeable about rape prevention and intervention and have worked with Dr. Baker of the Equal Opportunity Services Offices on violence prevention, but right now our programs are voluntary rather than mandatory. For instance, only two fraternities invited the WRC to present on sexual consent in FY13. Also, in the past UH Wellness was tasked with sexual assault awareness and prevention, although they had little programming in this area in FY13. With their recent loss of staff, they no longer have expertise in the area and the WRC has increasingly taken on the work sexual assault prevention as traditionally women’s centers across the campus have made this area a priority. It would be helpful in FY14 to decide where responsibility for sexual assault prevention and training falls. For instance in FY13 Beverly met with Keith Kowalka and Jason Bergeron about making the A Question of Consent program mandatory for fraternity members. However, Keith and Jason were hesitant to move forward as they saw UH Wellness as the department responsible for such programming efforts, even though they were not providing them at the time.

10. National, Regional, Local and Campus Recognition and Leadership

- Director. Beverly McPhail presented a workshop on sexual assault prevention by demonstrating a program she developed, A Question of Consent, targeting young fraternity men, at the National Women’s Studies Association Women’s Center Pre-conference in Oakland, California in November 2012. The audience was receptive to the program.
- Director Beverly McPhail successfully completed the HR training Emerging Excellence program for UH supervisors.
- Director Beverly McPhail is serving as an informal consultant to the national Lean-In Circle project on how to start successful circles on university and college campuses.
- Director Beverly McPhail spearheaded an informal regional conference of Texas university-based women’s centers that will take place at Southern Methodist University (SMU) in August 2013. Both Beverly McPhail and Malkia Hutchinson will attend.
- Director Beverly McPhail is a sought-after speaker on a range of women’s issues in the campus and greater Houston communities.
- Director McPhail worked with a national committee of women’s centers to write a paper on the importance of university-based women’s centers for national distribution.

11. Committee Involvement and Oversight

- Director Beverly McPhail is a permanent member of the University Commission on Women and also serves as the group’s secretary and in FY13 chaired the committee on reports, initiatives, and policy (RIP).
- Beverly McPhail is on the LGBT Advisory Board, serving as secretary, and on policy committee. The policy committee was responsible for identifying trans-
affirmative policies on campus and asking campus programs to adopt such policies if they did not have them in place. Due to our work Campus Recreation has a policy on transgender students’ participation in athletic programs and the MD Anderson Library adopted an “other qualified borrower” program that allows domestic partners of UH staff and faculty to borrow library materials.

- Beverly McPhail serves on the Fraternal Evaluation Program (FEP) as an evaluator on the topic of scholarship.
- Beverly McPhail attended interviews for CAPS staff position.
- Beverly McPhail attended external reviews for UH Wellness and CSI.
- Beverly McPhail volunteered for Cougar First Impressions and Campus Move In events in FY 2013.
- Beverly McPhail currently serving on two dissertation committees, one for doctoral student at UH GCSW and other at UH Higher Education Administration program.
- Beverly McPhail was a board member for Women’s, Gender, and Sexuality Studies program’s Friends of Women’s Studies (FWS) for FY13.
- Director McPhail is a Cougar Ally Trainer for the LGBT Resource Center, on average conducts one training per semester
- Malkia Hutchinson is serving on the Weeks of Welcome Committee and the new student affairs scheduling committee.

12. **Student Governance**
   a. Director Beverly McPhail and Malkia Hutchinson are the co-advisors for the registered student organization, the Student Feminist Organization (SFO), which meets every other week in the WRC. Their mission is to: inform and educate students about women’s rights, women’s issues, and feminism. In FY13 the organization had these outcomes, projects, and plans:
   - Raised money for projects with multiple bake sales.
   - Sold t-shirts as fundraisers and for awareness that read: “This is what a feminist looks like.”
   - Participated in rallies and activist events to support women’s reproductive health.
   - Discussed women’s issues at meetings to educate their members about gender issues of the day.
   - Tabled at UC and UC Satellite to educate campus community on gender issues.
   - Participated and volunteered at WRC events Take Back the Night and *The Vagina Monologues*.
   b. Program Coordinator Malkia Hutchinson recently accepted the position of advisor for Sigma Sigma Rho, an Asian American sorority.

13. **Personnel Updates/Achievements**
   a. Former program coordinator Gloria Smith left the University and the WRC to pursue new opportunities in Summer 2012.
   b. A search committee was formed in Fall 2012, chaired by Dr. Gail Gillan, and nearly 100 people applied for the program coordinator position. After an extensive interview
process, Malkia Hutchinson was offered the job in late fall 2012 and hired in January 2013. Malkia has an undergraduate degree in Sociology with a minor in Inequality Studies from Cornell University, worked for two years as a Peace Corps volunteer in Swaziland, Africa and then as an HIV Prevention Educator for a nonprofit in Washington, DC. She has a strong interest, passion, and knowledge of women’s issues and LGBT issues. She had a successful probationary period and has competently stepped in to fulfill the role of program coordinator. Malkia relates well to students, is learning about our campus community, and is making connections to other departments to promote collaborations.

14. **Budget/Fundraising/Grants**
   
a. The WRC’s budget is $127,697 ($87,697 for salaries, and $40,000 for Maintenance and Operations) and comes from undesignated tuition funds (Ledger 2) from the President’s office. The funding is generous and the WRC is able to achieve our goals with current funding. In future years we would like to make the Director’s position into a full-time position and might apply for SFAC funding to make that happen. The only issue with our budget is that Ledger 2 funds can be restricted as far as purchasing food and marketing items, which sometimes presents a challenge as we have events several times a year that requires such spending. Also, the program coordinator position pays a salary of $36,000/year, which is below national standards for such work, which is usually pays over $40,000/year. I would like to slowly increase that amount to ensure staff member retention and productivity.

b. Fundraising/Grants - Since the WRC is generously funded and meeting our current fiscal needs, we rarely solicit grant funding. In FY13 we applied for only one small grant and were awarded it: $250 from the Houston Assembly of Delphian Chapters for which we purchased a documentary for our lending library.

15. **Collaborations**

   A. **Collaborations Internal to Division of Student Affairs**

   a. WRC worked with UH Wellness, Student Life and Housing, CAPS, Health Center, and UHDPS on the Take Back the Night Program, to address sexual assault awareness and prevention.

   b. Beverly McPhail served as Fraternal Excellence Program (FEP) evaluator for Leadership and Fraternity and Sorority Life in the area of scholarship.

   c. The WRC supported the CAPS Diversity Institute by paying for Daily Cougar advertisements and Malkia Hutchinson served as small group discussion facilitator.

   d. The WRC participated in the Admissions Office Student Orientation tabling events.
e. The WRC supported the Greek PanHellenic Program by purchasing paper fans for their recruitment week and also Beverly McPhail spoke at a mandatory program on navigating the hook-up culture.
f. Beverly McPhail presented a program to RA’s of the Student Life and Residential housing program on sexual consent.
g. The WRC and LGBT Resource centers collaborated by holding a joint open house in Fall 2012.
h. The WRC collaborated with United Campus Ministries, GLOBAL, and the LGBT Resource Center by co-sponsoring a fall ice cream social.
i. Beverly McPhail collaborated with CAPS and a fraternity to present the sexual assault prevention program, A Question of Consent. CAPS counselor Clifford Rhone presented with Beverly.
j. Beverly worked with RA’s from Cougar Village to present A Question of Consent, sexual assault prevention training to student residents.
k. The WRC collaborated with the marketing department of University Center Student Life by having an informational/resource table during Stress Free Finals Week in both the fall and spring semesters of FY13.
l. The WRC collaborated with UH Wellness by tabling at their Alcohol Screening event.
m. The WRC supported CAPS by tabling at their Depression and Eating Disorder Screening events.

B. Collaborations External to Division of Student Affairs

a. The WRC collaborated with the University Commission on Women and the Human Resources Department to present the first Lean-In Circle.
b. The WRC collaborates each summer with MD Anderson staff to present the Summer Book Club.
c. The WRC collaborated with the Women’s, Gender, and Sexuality Studies (WGSS) program and the AAUW Wage Gap program on the new $tart $mart program where female students learn how to negotiate for their first job post-graduation.
d. The WRC collaborated with The Women’s Home as a beneficiary of monies raised by the Vagina Monologues theatrical performance.
e. The WRC collaborated with the Veterans Services office on the screening of The Invisible War, a documentary about military sexual assault.
f. The WRC supports the HR department by participating in their annual Benefits Fair in order to reach out to staff members.
g. The WRC signed agreement with MD Anderson Library to archive WRC documents in library archives.
h. The WRC staff serves on University Commission on Women to work at policy level and advise president on gender issues.
i. The WRC worked with Bridge Over Troubled Water, a Pasadena rape crisis service provider, as co-sponsor and participant of Take Back the Night.
j. WRC staff served on a campus wide committee to upgrade three lactation rooms on campus, Facilities and Construction Department, Policy Department, and University Administration

k. The WRC is a referral source for off campus agency, Dress for Success Houston. WRC staff attended yearly mandatory training and successfully referred 13 students to their program.

l. WRC tabled at National Night Out event sponsored by UHDPS.

m. WRC tabled at student organizations Collegiate Cancer Council’s Women’s Health Extravaganza.

n. WRC collaborated with EOS staff on the “Can I Kiss You?” event on sexual assault prevention. WRC purchased pizza, staffed table, did campus outreach.

o. WRC presented information and tabled at multiple student organization events including sororities and fraternities, Collegiate 100 Women, and UH NAACP.

C. List purpose and outcomes of said collaborative efforts

a. Purpose: To avoid duplication of effort and expenses.

b. Purpose: To build closer partnerships with other departments.

c. Purpose: To reach wider, larger and different audiences of students by working with other departments’ student audiences

d. Purpose: To share WRC expertise with other departments,

e. Purpose: To educate students and build community

f. Outcomes: Shared costs; less duplication of effort; larger, diverse audiences; increase in student learning; building greater sense of campus community for students, staff, and departments; build “town and gown” relationships; bring community expertise to campus; share campus expertise with community; greater visibility of WRC offices and services;