

## **Wisconsin Union Directorate (WUD) 2024-2025 Goal Statement**

At the Wisconsin Union Directorate, we are committed to building a vibrant community where every student can feel at home, be seen, and make meaningful connections. This year, our efforts will focus on three core pillars: deepening community connections, fostering impactful programming, and building a sustainable foundation for the future.

### **Strengthening Community Connections**

This year, we aim to bridge the gap between UW-Madison students and the Union, reinforcing that the Union is not just a building—it's a vibrant community space. We're excited to collaborate with and support student groups on campus, internally between WUD committees, and our alumni, creating new pathways for our community to engage with and contribute to the Union's mission. By uniting with these groups, we hope to create an environment where students feel welcome and appreciated. These partnerships will allow us to broaden our reach and empower each student to connect with the Union in a way that feels meaningful to them, whether they're new to campus or have been here for years.

### **Intentional, Impactful Programming**

We are committed to making WUD a space that hosts programming with a purpose. Our goal is not simply to put on events but to create experiences that resonate with the diverse needs and interests of our campus community. This means in addition to programming for entertainment, working to address relevant issues, celebrate diverse perspectives, and highlight the contributions of each WUD committee without overshadowing other campus groups. By aligning our programming with the true needs and interests of students, we aim to make the Union a space where everyone can explore, learn, and find value in their experiences. Each event will be an opportunity to serve and inspire, transforming the Union into a hub of meaningful interactions and shared understanding.

### **Creating a Legacy for Future Directorates**

To ensure WUD remains resilient and dynamic, we are dedicated to building a foundation that will empower future Directorates for years to come. This year, we are developing a framework for continuous improvement, both at an operational and recruitment level. By capturing our challenges, successes, and lessons, we aim to create a living record that future WUD members can build upon. This will enable them to innovate and grow from where we left off, empowering a spirit of resilience and adaptability. Our goal is to pass down not only our accomplishments but also a toolkit that will help future leaders continue advancing WUD's mission.

### **In Summary**

Through a commitment to building community connections, creating purposeful programming, and establishing a sustainable foundation for the future, we are transforming the Union into a place of belonging, growth, and inspiration. At the Wisconsin Union Directorate, we believe that making an impact and having fun go hand in hand—because a vibrant campus community is one where students can come together, enjoy themselves, and create memories that last. WUD is more than just leadership; it's a legacy, a community, and a place where every student can find their people and feel at home within the Union walls and beyond.