

To: Services and Activities Fee Committee
From: Scott Drummond, Director, Campus Activities
Date: February 18, 2011
Subj: Campus Activities Program Review

1. Campus Activities, Budget # 534310001, SURC Room 274, Scott Drummond, 963-1691, Drummond@cwu.edu
2. The largest amount of the Campus Activities allocation is assigned to Goods and Services. Most of that is utilized for Personal Services in support of live music, comedy, lectures.
Some examples are:
comedians such as Marcus, Derek Hughes and Debbie Wooten,
musicians such as Trace Bundy, My Hero, Viper Creek Club, My Dear Disco, Rootdown, Sonos, and all Ware Fair performers;
Lecture and "Pop Culture" programs such as Daniel Packard, co-sponsorship of Father Greg Boyle, support for David Garibaldi, and support for the Frank Warren/Post Secrets event.
The next greatest amount spent is for 20 movies for Monday Movie Madness.
Promotions and Marketing fall next in line for expenditures.
Then, program expenses such as facilities and equipment use and rentals in support for nearly all programming i.e. room uses, set up/clean up, stage, sound, light and A/V rental, etc.
3. Scott Drummond, Associate Director of Campus Life/Director, Campus Activities
 - a. Programming Agency
 - i. Jacob Bliss: Movies, Comedy
 - ii. Veronica Gruba: Promotions, Web Site, Street Team
 - iii. Phil Horton: Noon Tunes, Open Mics, Karaoke, concerts
 - iv. Liz Rich: Music, Ware Fair
 - v. George Senekamphone: Pop Culture/Current Issues Lectures, Documentaries
 - vi. Rachel Simonson: Special Events Programming (Boo Central, Smitten and Frostbitten, Family Weekend, Student Appreciation Day)
4. Campus Activities received a Service and Activities Fee allocation of \$136,000 per year. An additional \$10,000 was received for the 2010-2011 academic year, as a one-time allocation in support of the Frank Warren, Post Secrets program.

1. How many years has this program received S&A funding?
 - a. Not to be facetious -- Since the inception of S&A funding. I have been working with Student/Campus Activities since 1989 and it has received S&A allocations as long as I have been here.
2. How many students does this area employ?
 - a. Last year, Campus Activities employed five students plus two paid internships for one quarter each.
 - b. This year, Campus Activities employs six students and will have one paid intern and one practicum student this Spring.
3. Prevailing wage is about \$9.00 to \$9.50 per hour.
4. Help us understand how you decide which programs or services to offer students.
 - a. Each Campus Activities student programmer is asked to solicit student feedback through surveys, Facebook groups, and their personal contacts. We also take a survey of incoming new students during Summer Discover and Wildcat Welcome Weekend to ask about the types of activities and programs students are interested in and what they participated in before they came to CWU. We also track programming trends via our professional organizations and publications – the National Association for Campus Activities, Association of College Unions International, and Campus Activities Magazine. We also track trends personal and professional networks and web searches of other universities.
5. How do you solicit student input for program/service direction and growth?
 - a. Same as above.
- 6.
7. Learning Objectives
 - a. Employees
 - i. To develop and participate as students programmers on behalf of their fellow students.
 - ii. To gain “real world” knowledge and experience in the areas of event planning and management, contract negotiation, promotions, professional contacts and networking.
 - iii. To be able to transfer the skills learned in ii. to any of their chosen professions i.e. program organization, time management, written and oral interpersonal communications, liability and risk management, etc.

- iv. Problem solving toward positive outcomes.
 - v. To assist them in identifying aspects of their academic endeavors and/or chosen professions that will provide them with long-term satisfaction.
- b. Program Attendees
 - i. Enhance students' positive feelings about their CWU experience.
 - ii. Provide fun and educational programming