

Service & Activities Fee Base Funding Request Form

Campus Activities

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Pending Approval

2026-2029 Service & Activities Fee Base Funding Request Form

Program/Department Name

Campus Activities

Program Manager

Grace Pearsons / Lola Gallagher

Do you currently receive S&A Base Funding?

Yes

How does the program support the University's Vision and Mission?

<https://www.cwu.edu/about/mission-vision/>

Campus Activities develops extra and co-curricular programming that enriches the campus experience in ways that contribute to students' sense of belonging at CWU. Campus Activities facilitates student engagement opportunities and encourages the creation of meaningful relationships through events, activities and student employment opportunities. Students have shared that events such as Week of Welcome, Open Mic Nights and other social programming really help them to feel connected and accepted. Our job is not to have random events to keep students occupied, but rather to create core memories for students to carry with them. We want students to look back on their time at Central and think about the amazing connections they made and experiences they had through campus events. Campus Activities has a direct link to student engagement. In many peer reviewed articles, we can see the causation between engagement and retention. In a recent study, findings showed that first year students were more likely to persist from fall to spring and had an overall higher grade point average than their peers who did not participate in events and activities (Kulp, Pascale, Blakewood & Granstaff, 2021). In Fall 2024 we saw a significant increase in student engagement at events. Campus Activities' Week of Welcome events saw record numbers in attendance, which helped set ongoing expectations to plan and implement events informed by student interest and feedback. Consistent numbers at events include those planned and implemented by Campus Activities as well as strong partnerships with other areas. Campus Activities staff have been encouraged and excited to see these numbers and even happier to witness the joy that these activities have brought students. Campus Activities collaborates intentionally with other departments to highlight the diversity of our campus, community and world. Speakers and performances communicate stories and perspectives that foster deeper understanding and collective learning. The Office of Campus Activities is committed to embodying the CWU's core values of engagement, belonging, and sustainability by helping students to feel welcome, to learn, and find connections that build core memories and contribute to success in their academic journey and beyond. References Kulp, A. M., Pascale, A. B., & Grandstaff, M. (2019). Types of Extracurricular Campus Activities and First-Year Students' Academic Success. *Journal of College Student Retention: Research, Theory & Practice*, 23(3), 152102511987624. <https://doi.org/10.1177/1521025119876249>

How does your request support current CWU students?

CWU students are significantly supported by Campus Activities. Not only do we provide consistent programming designed to engage students, build connections and have fun, but this office also collaborates with ASCWU, student organizations, and many other campus departments on large-scale signature events and other meaningful programs such as cultural celebrations and impactful speakers. Our events and programs are curated with students at the forefront of the conversation with the goal to create positive core memories that contribute to their sense of belonging, connection and retention at CWU. This includes fostering a positive student employee experience. We support others' events through funding, consultation and logistics. (See attached)

What metrics or assessment do you have (or intend to have) to measure the success of your program?

Campus Activities has been using a product called Presence to track attendance at events and gather some basic demographic data. There have been some technical challenges and consistencies with Presence, but with the upcoming transition to the Suitable software we will work with other areas to get more accurate numbers, demographics and feedback from students. In-person and social media surveys determine what events resonate, and what seems to be missing. We will analyze this to understand where we should focus. We are also working to get feedback in real time at events. This will inform decisions on future offerings and opportunities for impactful collaborations. Student staff meetings and surveys assess their employee experience.

Is this program associated with enrollment in academic course or academic credit?

No

Identify your S&A funding category?

Support Costs for Student Activities & Programs

Extra-Curricular Programs

Did any organizational changes occur in your previous quadrennial in comparison to this quadrennial ask?

No

Current Annual Report*

Submit Base Funding Budget Form and Organizational Chart*

located: <https://www.cwu.edu/about/offices/services-activities/resources/index.php>

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Additional Documents (optional)*

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