

Services & Activities Fee Annual Program Review

Program Name: Campus Activities
Program Manager: Robbi Goninan, Assistant Director & Amber Hoefer, Director
Fiscal Year: FY2023

1. In what ways does your program support CWU students? Please be specific, yet concise.

Campus Activities offers free programming and activities that are specifically for CWU students. We host over 100 events yearly that range from Monday Movie Madness, Open Mics, Homecoming, Family Weekend and Wild Fest. The events and activities provided by our office support the students in their development through their higher education experience and provide the engagement opportunities to support the Universities goals of increased retention. Engaged students are more likely to return each year than students who aren't involved in outside the classroom experiences.

2. What are your specific program goals or learning/operational objectives? How are you assessing the effectiveness of your program in achieving those targets?

Research indicates that as students become involved in activities/employment on campus, this experience leaves a permanent imprint on both their learning and development as a student.

1. Campus Activities strives to encourage leadership opportunities and student experiences that foster meaningful relationships and experiences during their time at Central. The activities and participation help shape the student's perspectives and create community.

2. Campus Activities assesses the overall value of our goals and learning objectives by not only collecting data on attendance and participation but also from the student programmers that work to host these events for their fellow students. The student programmers gain experience in logistics, teamwork and collaboration as well as creating critical thinking skills that will serve them in their future careers.

Campus Activities works closely with the Publicity Center to provide opportunities to collaborate between student designers, writers, photographers, and videographers by pairing them together with a CA Student Programmer. These opportunities provide collaboration and idea sharing. CA also utilizes Hype's social media presence to conduct surveys and gather student input on event ideas, music choices, themes and selecting musicians to perform on campus.

Reference:

1. Kulp, Amanda M. "Types of Extracurricular Campus Activities and First-Year Students' Academic Success" *Journal of College Student Retention*, Volume:23, issue: 3, September 16, 2019, page(s) 747-767, published November 1, 2019, <https://journals.sagepub.com/doi/full/10.1177/1521025119876249>.

Currently all Campus Activities are being assessed individually with a virtual assessment starting in fall 2022. The assessment includes both qualitative and quantitative evaluation items.

3. What is the overall purpose of your program and what service(s) does your program provide?

- a. Are there overlaps or intersections with other university programs who have a similar purpose or service?

The overall purpose of our program is to provide opportunities to build community and engage peer to peer engagement beyond the classroom environment. Campus Activities offers a variety of activities and events to design unique experiences for CWU students. Student engagement in our programs provides ways for students to learn more about CWU, inspire critical thought and self-exploration, develop meaningful connections with other students, and have fun during their collegiate journey!

4. How does your program align with the purpose of S&A funding? *“Supporting cocurricular and extracurricular activities and programs participated in by students in the furtherance of their education.”*

Campus Activities supports the S&A funding purpose by providing the outside the classroom activities, events, and programs that student participates in creating a sense of belonging here at CWU.

5. How does your program support CWU’s mission and goals? (<https://www.cwu.edu/mission/>)

Campus Activities directly connects to the university mission to “prepare students for enlightened, responsible, and productive lives.” Through over 100+ events and activities each year, Campus Activities designs experiences to support student development beyond the academic classroom. These events and activities are a way for students to create friendships, participation, self-learning, and personal growth to directly apply to their individual lives. Additionally, Campus Activities strives to serve as an effective steward of university resources by partnering with SLICE to infuse volunteer experiences for students at many large-scale programs such as Ware Fair, Haunting at Central, Family Weekend and Wild Fest.

6. Please provide detailed information regarding who utilizes your program? (*Students, faculty, staff, community? Specific demographic information? Class standing, gender, ethnicity, transfer, campus location, etc.*)

Our programming is specifically targeting CWU residential students as well as CWU students living in the Ellensburg community. We collect data and demographic data from our participants via Presence. Some of the demographic data we collect is age, class standing, residency location, number of activities attended and course of study (major). Below is information specifically about Fall 2021 to current engagement with Campus Activities events and programs. Throughout the year Campus Activities collaborates with partners across campus to ensure our outreach and scope of events is meeting the needs of our students. Collaborators such as Transfer Student Center, Veterans Services, Athletics, SLICE, Recreation, and many others.

Demographic Info for September 15th -December 1st:
Total Attendees in Fall 2022: 3587 (tracked in presence)

Our top events:

Welcome Week Drag Show: 753

Haunting at Central: 662

Rocky Horror Picture Show: 584

Boo Central: 509 kids & family members

Class Standing

First-Year Attendees: 1771

Sophomore: 661

Junior: 568

Senior: 424

Graduate: 25

Post Baccalaureate: 21

Academic College

CAH: 742

CEPS:547

COTS:522

COB: 95

Undecided: 10

First Generation

Yes: 1412

No: 1889

*Many more can be provided if needed.

7. How many unique CWU students utilize your program or services?
- How do you gather these metrics?
 - If you do not, what is preventing you from getting that data and how are you determining usage by CWU students?

We use a system called Presence as a check-in for attendance at many of our events. Demographics provided in section above (six).

Many of our large-scale programming cannot be tracked using Presence due to limitations of the software as well as risk waiver requirements. The check in process is not adequate in speed to allow us to scan large groups of students without creating long lines. This is the same issue with using the waiver feature in Presence. Our risk management requires that we verify each student's identity before signing a risk waiver. It takes 5-7 minutes per student to login using SSO, verify their identity and complete the risk waiver. We also do not have the Wi-Fi capabilities or enough devices to allow for multi-user access due to multifactor authentication process used by CWU.

8. Are there any current vacant positions in your program?

No current vacancies, but we have reduced the number of student employees due to budget cuts. We traditionally have had 7-9 student programmers and currently only have 5 student programmers. The Assistant Director position will become vacant at the end of January; however, will be filled with a temporary employee while the search for the replacement is conducted.

9. Given the budget reductions taking place and continuing for the remainder of the funding cycle, please tell us what specific impacts those reductions have had on your program compared to what was originally planned and including in your initial base funding request.

For Campus Activities reductions in our budget and programs directly correlate to a reduction of scope of experiences we can offer students. We would have to reduce the number of large-scale programs we can offer to CWU Students. Events like Haunting at Central, Homecoming, Family Weekend and Wild Fest just get smaller in scale.

10. Are there any circumstances or challenges that are currently impacting your ability to use your base funding allocation this year?

We are spending our budget fully.

11. What growth or increases would you like to see in your program in the future?

Campus Activities would like to offer and expand signature experiences that serve 500+ student attendees. These large-scale programs increase our ability to create engagement opportunities, memorable experiences, highlight institutional traditions, and encourage collective conversations across campus focused on a shared experience. Many students articulate their hopes to attend and participate in large scale programs as a part of their CWU experience. We have reduced the number of smaller scale events such as Geek Out Game Out, Trivia and only showing one movie during Monday Movie Madness.