

## Services & Activities Fee Annual Program Review

Program Name: Campus Activities  
Program Manager: Grace Pearsons / Lola Gallagher  
Fiscal Year: FY2024

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

Campus Activities provides quality, diverse programming for the student body. For example, students can express themselves and share their talent through Open Mic Night, relax and recharge through Double Feature Friday, and enjoy impactful signature programming. Campus Activities works hard to create core memories for students to remember for a lifetime. Whether it be a Homecoming comedy show, a Student Appreciation concert, or an influential guest speaker, students will be able to engage in the university in ways that will improve retention and the student's wellbeing.

Campus Activities focuses on co-curricular and extracurricular programming that not only helps with retention, but also fosters positive relationships and friendships for students attending CWU. Students have the opportunity through Campus Activities to explore new ideas, discover new hobbies, and grow a sense of connection to the university as a whole. This office truly values the student experience and aims to continue creating positive memories for the student body.

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

Campus Activities aspires to bring in diverse programming to help students feel a sense of belonging and to foster positive learning environments. For example, this fall, Campus Activities collaborated with other departments to bring in Cheech Marin for Hispanic Heritage Month and Matika Wilbur for Native American Heritage month. Both programs drew high attendance numbers and each speaker gave an impactful talk about culture and heritage.

Another objective is to have activities for students throughout the quarter to help them make plans, get out of their rooms, and connect with others. This fall, Open Mic Night continued to be a student favorite and filled the SURC Pit with both performers and attendees. We changed the format of movie nights to Double Feature Fridays a couple times per month, which gave students a way to unwind at the end of the week and resulted in higher turnout than last year's movies. The Hot New Jam was also a weekend program that consistently drew students looking for a laugh and alternative on a Saturday night. For Homecoming, we brought a comedian that made Ellensburg the only stop on his national tour. Rocky Horror Picture Show was packed and Wellington's Haunting was a very successful collaboration with RHA and ASCWU. Having fun themed events brought students together in a new way and cultivated creativity with student participants.

Campus Activities assesses the effectiveness of a program through attendance numbers, student participation, and through surveys. This quarter the Campus Activities staff surveyed students during tabling to help gauge what events are most enjoyed by students and what

types of events they would like to see, as well as preferred days and times. This will help the Campus Activities team to understand what is working and what we may need to add to help serve the student body. We will continue to solicit feedback to inform programming decisions and choices.

3. What is the overall purpose of your program and what service(s) does your program provide?
- Are there overlaps or intersections with other university programs who have a similar purpose or service?

The purpose of Campus Activities is to provide consistent activities and signature programs for CWU students. This office facilitates programs for Week of Welcome, Homecoming, Family Weekend, Student Appreciation Day, and many more throughout the academic year. During each quarter, Campus Activities runs Open Mic Night, Double Feature Friday, Late Night Movie, and helps support other departments on their signature events including Wellington's Wildfire, Wellington's Haunting, and much more.

Campus Activities strives to have unique student events that aren't redundant with others, and don't overlap with other departments. If another department wants to have a similar event, Campus Activities works to collaborate and make a single event bigger and better. For example, this upcoming quarter we are collaborating with Office of Health Promotion on a movie event that ties in with Stalking Awareness Month; a Student Senator on a sustainable, upcycle/recycle event; and ASCWU and others to plan a Sweecy/Student Appreciation Day this coming spring.

We highly value working with others to create the best experience for students possible. As we all face budget reductions, our partnerships with others will be important to create opportunities for all students.

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 aligns with the purpose of S&A through creating co-curricular and extracurricular activities and programs for the CWU student body. The rich variety of programming includes not only fun, social events but also ones that expand perspectives and experiences. All are curated to help students make connections and foster a sense of belonging that support their overall educational experience, stay at CWU long term and persist through graduation.

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

Campus Activities facilitates student engagement, a sense of belonging, and the creation of meaningful experiences through a variety of programming options and student employment.

We strive to present programs that are accessible to all through thoughtful planning and preparation; curate events that appeal to a diverse campus as well as bring connections with the surrounding communities; offer student employment that provides relevant, hands-on training in event planning, communication, risk management and assessment; develop

sustainable practices that minimize duplication of efforts and maximize collaborations; and operate with curiosity and openness to best serve the needs of CWU students.

Campus Activities aims to continue helping students to feel welcome, to learn, and find connection. We hope to create more core memories for students to help them through their academic journey and beyond.

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.*)

Campus Activities programming is primarily targeted to CWU students, but many are also open to non-students. We do not have specific demographic data for the events due to issues with Presence software. Larger ticketed events provide us with some data through Wildcat Tickets, but most of our events are free and/or don't require a ticket. Week of Welcome in the fall is an opportunity for us to engage with virtually all new students, as the events are designed as part of their official onboarding experience at CWU. We had capacity numbers at nearly all events during this time frame, and believe those successes contributed to high engagement at other events throughout fall quarter.

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?

At this time we don't have accurate data on unique CWU students utilizing our program. While we did use Presence software to check people in to events, there were ongoing issues. However, during Week of Welcome and at a few other larger events we did use clickers to get a more accurate headcount, and also can access information when we have ticketed events. We are part of a new program launch in winter which will help collect data in different ways, but that will likely take time to be fully implemented. In the meantime we will pay close attention to who is attending Campus Activities events, solicit feedback, and document after each one.

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

We are currently fully staffed.

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.

Budget reductions have had a direct impact on Campus Activities programming. This office has worked hard to continue quality programming but has had to get creative to make certain events happen. Larger scale events this fall, such as Week of Welcome, Homecoming, Halloween and several speakers, have strained the budget for the remainder of the year. Planning an event for Student Appreciation Day in spring quarter has proved to be difficult due to budget restraints.

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

There have been multiple staff changes in the office of Campus Activities. Due to this, fall has been dedicated to try to manage events and obligations set in place before current staff started. We will use the entire funding allocation and plan to ask for supplemental funding to help support Student Appreciation Day.

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

Campus Activities strives to create quality impactful programming that students will remember for a lifetime. This office would like to increase intentional collaborations with other departments that maximizes resources and continues to grow student engagement. We will begin the process of identifying a framework for event planning that includes multiple departments and work with the Publicity Center on setting an inclusive calendar to improve support and communication.