



Annual Report

2022
-
2023



Professional Team

Wilson Commons Student Activities creates a **welcoming** and **inclusive community** by engaging students in creative programming and traditions, meaningful employment, experiential learning opportunities, and innovative services and facilities.

19 Full-Time Team Members

+ one new joint assistant director position with Burgett Intercultural Center



& Student **Employment**

With about 100 student employees, WCSA provides undergraduates with **meaningful** employment that contributes to the co-curricular experience. Students **develop self-awareness** and build **competencies** while providing critical services and supporting the campus community.

96%

of student employees report their employment experience with WCSA has given them skills that will benefit their future career goals.

What do you like most about your job in WCSA?

"My favorite part of my job is being able to help student organizations have successful events and informing them of resources they can use."

"Being able to engage with my coworkers and engaging with the Wilco family!"

Top Three Skills Gained

Customer Service *

Interpersonal Communication

Collaboration *

* Both Customer Service and Collaboration remained in the top 3 when compared to 21-22



We recognized the following students and their contributions during the 2022 Student Employee Celebration

MELIORA Values Award:
Murimi Kanyogo, SOFO Accountant

Community Builder Award:
Sergio Aguilar Diaz, Campus Center Building Manager

Outstanding New Employee Award:
Jonah Robson, Campus Center Building Manager

Outstanding Graduating Senior Award:
Teddy Miller, Event Team
Anna Guo, The Common Market

Kathleen Webster Award:
Eisabella Sherwood, The Common Market

Creating Community

Making memories and shared experiences that bond generations of Yellowjackets around the world!

Rochester
Branded Giveaways

4900+

Through Rochester Traditions
partnership with the
Office of Alumni
Relations & Constituent
Engagement

YELLOWJACKET WEEKEND

An evening with Aubrey Plaza

Sold Out Show

WINTERFEST WEEKEND

A night of comedy featuring Chris Redd,
Alex Moffat, and Melissa Villaseñor
at the Eastman School of Music.

One University

86% of students surveyed reported they
were either very satisfied or satisfied
with the Winterfest Weekend headliner.

SPRINGFEST WEEKEND

Dandelion Day Food Trucks

8,850 Tickets Sold



Through Rochester **Traditions**

Rochester Traditions **foster school spirit** while celebrating Rochester's seasonal beauty and **diverse** community as Yellowjackets are united in one community.

Community Weekend Satisfaction

First semester surveying community weekend attendees to gauge their event satisfaction. 193 surveys were collected from attendees of both Winterfest and Springfest Weekend. 97% of those surveyed reported they were either very likely or likely to attend a community weekend event in the future.

WCSA Feedback Day

First year hosting an afternoon long feedback day where students were asked to complete a survey to receive WCSA swag. **549** students participated, informing WCSA of their favorite Community Weekend events and services they would like to see in the transformed Campus Information Center (CIC).

93%

of students reported they have attended a Community Weekend in the past.



Campus-Wide **Activities**

Activities coordinated by WCSA provide opportunities for students to explore the community beyond campus, build skills to enhance their leadership portfolio, promote mental and social **well-being**, and provide **engaging** programs as safe alternatives to high risk activities.

UR Late Night

54 Total Events
(20 in First Six Weeks)

Co-hosted with student organizations and departments



1637

unique attendees
(351 in the first six weeks)

618

**of the unique attendees
were first-year students**



Inspiring **Community Connections**

Medallion Leadership Program

77 workshops offered. More than doubling the number of workshops offered in 21-22.

*27 workshops offered in 21-22

“As a student leader I always see myself growing my interpersonal skills, and the Medallion Program has had a very large impact on this.”

- Rosemary Trotter 26'

Student Organization Annual Review (SOAR)

32 student organizations recognized for receiving an evaluation of “exceeds expectations”. 14 more organizations compared to 2022.

100%

of students who finished the Medallion Program believe that they have the skills necessary to exhibit effective leadership.

ROC Tix

Connected students to local community experiences

Top Events

Alpaca Yoga

Greystone Tubing

“Prior to the Medallion Leadership program I did not know how to address conflicts effectively within my organizations or groups. My strategy was primarily to avoid conflicts. However, now I better understand why conflicts arise and how to strategically mediate them.”

- Gulsinam Akhmadzhanova 26'

Flourish Fest

First year co-sponsoring this full-day event filled with mindfulness sessions and activities with the Health Promotion Office.



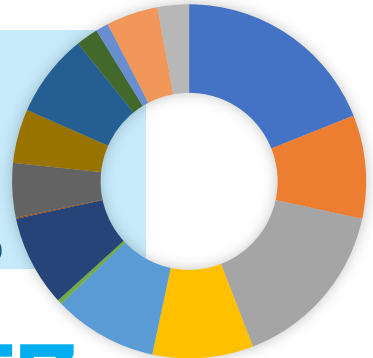
Campus **Involvement**

Getting involved is **integral** to creating a sense of **belonging** for students where they can find community, explore passions, and support causes.

Student Involvement By Mission Category

Academic/Professional - 3419	Hobbies & Interests - 1504	Visual Arts - 518
Club Sport - 2839	Performing Arts - 1371	Political - 365
Awareness - 1705	Media/Publication - 891	Governing Body - 77
Cultural/Identity Based - 1714	Religious & Spiritual Life - 855	Honor Society - 19
Community Engagement - 1662	Intercollegiate Competition - 894	Programming - 210

(Total Memberships. Students may be members in multiple categories.)



257

Total Recognized College Student Organizations

13 New Groups

Diverse Population Involvement*

86% Under-Represented Minority Students

92% First-Generation Students

60% International Students

*Percentages from totals within each of these population groups.

about

90%

of all undergraduate students involved in at least one organization



Student Organizations

Membership By Class Year

2023	1309 total, 388 officers
2024	1075 total, 380 officers
2025	1322 total, 349 officers
2026	1257 total, 36 officers

CCC Highlights

Expanded the availability of CCC groups to graduate students and organizations.

Launched UR CCC app!

9,934

Student Organization
Space Reservations



Accolades Highlights

Mens Ultimate Frisbee won the Spirit Award at a D3 National

Mock Trial team advanced to Championship series

Mens Ice Hockey qualified for final four playoffs



Services, **Spaces**

Campus Information Center Renovation

A study was conducted to determine how the Information Desk space can be altered to increase vibrancy, functionality, and accessibility.

During the Summer of 2023, after fundraising was complete, construction began to bring our vision to life.

Before



Construction



Vision



Building and Space Improvements

Supporting Student Organizations

Mirrors in Spurrier Gym

Installed card readers in 101G, 103A, G06A/B, Morey 22D

Converted Ruth Merrill 101D into a student organization office

Converted 101L into a staff office

Spurrier Den Improvements

Space/Building Refresh

Ruth Merrill Center furniture rearrangement

3rd floor Wilson Commons All-Gender restroom repainting

Wilson Commons stair tread replacement

Wilson Commons 2nd floor womens and mens restroom renovation

and Connections

Day of Giving

Led fundraising campaigns for the Common Connection Transformation and Club Sports. Raised over \$13,000 between the two campaigns.

Common Connection Information Desk

3,050+ recorded interactions during the academic year with a goal to increase traffic by 50% after the transformation

Food Pantry

1,120 total visits. 677 undergraduate & 443 graduate students.



59

Student organization fundraisers held at the Shops @ WilCo by 36 unique groups.





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ROCHESTER