

WILSON COMMONS STUDENT ACTIVITIES

ANNUAL REPORT 2023-2024



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WILSON COMMONS STUDENT ACTIVITIES

Wilson Commons Student Activities (WCSA) fosters a vibrant, inclusive campus community, where ideas and activities develop and thrive. WCSA helps students take part in creative programming and traditions, meaningful employment, experiential learning opportunities, and innovative services and facilities. Through our partnerships and advocacy, WCSA affirms students' educational goals and passions, the University's Vision and Values, the College Competencies and the University mission.

Professional Associations

- › National Association for Campus Activities (NACA)
- › Association of College Unions International (ACUI)
- › National Intramural and Recreational Sports Association (NIRSA)

Awards and Recognition

- › Hanan Allen, recipient of the Black Excellence Staff Award in Honor of Bernard Gifford and Beatrice A. Howard from Black Students' Union (BSU).
- › Rochester Traditions received the, ACUI 2024 Shirley Bird Perry Staff-Driven Program of the Year.



**Welcomed
new VP for
Student Life**



14

**Professional development
opportunities completed
by staff**

STUDENT EMPLOYMENT

WCSA's student employment program provides a high impact learning opportunity that allows students to develop necessary skills for their future careers. The program is based around the seven College Competencies. On campus employment is known to increase student sense of belonging, assist with identity development, and expand students' support networks.

Student Employment Program

The following students were recognized for their employment contributions during the 2023 Student Employee Celebration:

Community Builder Award

Emily De La Cruz, Spurrier/Genesee Building Manager

Kathy Webster Award

Marissa Carlson, SOFO Accountant

MELIORA Values Award

Molly Vianese, Spurrier/Genesee Building Manager

Outstanding Graduating Seniors

Yori Adagunodo, Campus Information Center

Nadia Tolosa, Campus Center Building Manager

Outstanding New Employee

Dan Mariani, Campus Center Building Manager

Top Three Skills Gained

1. Customer Service
2. Problem Solving
3. Collaboration

Both Customer Service and Collaboration have remained in the top three for three years in a row.



94%

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

91%

reported they feel a part of a community due to their employment experience with WCSA

STUDENT ORGANIZATIONS

265 Total College Student Organizations

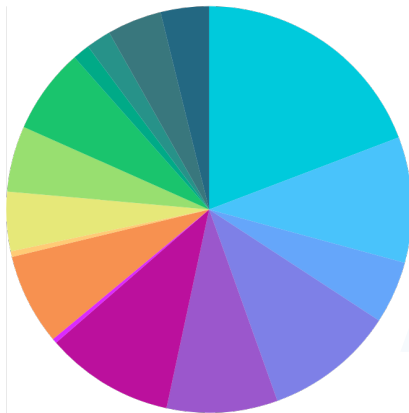
- › 11 organizations derecognized
- › 23 new student organizations
 - 4 – Academic/Professional
 - 3 – Awareness
 - 2 – Club Sports
 - 6 – Community Engagement
 - 4 – Cultural/Identity Based
 - 2 – Hobbies & Interests
 - 1 – Performing Arts
 - 1 – Religious/Spiritual Life

90%

of all undergraduate students involved in at least one organization



Student Involvement by Mission Category



Academic/Professional - 3872	Honor Society - 88
Awareness - 2012	Intercollegiate Competition - 951
Club Sports (Competitive) - 1000	Media/ Publication - 1055
Club Sports (Recreational) - 2080	Performing Arts - 1368
Community Engagement - 1779	Political - 275
Cultural/Identity Based - 2061	Programming - 400
Governing & Interests - 1462	Religious & Spiritual Life - 874
Hobbies & Interests - 1462	Visual Arts - 776

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



STUDENT ORGANIZATIONS

Membership by Class Year

Class of 2024 - 1044
*previous year - 1075

Class of 2025 - 1337
*previous year - 1322

Class of 2026 - 1318
*previous year - 1257

Class of 2027 - 1191

Diverse Population Involvement %

First Generation - 82%

International - 70%

Underrepresented Minority - 85%

*Percentages from totals within each of these population groups.

Awards, Recognitions, & Highlights

Received 30 awards, recognitions, and highlights submissions from 13 student organizations.

30 additional organizations noted their achievements through the SOAR self-report.

- › Out in STEM received the Outstanding New Chapter Award from their National Organization.
- › National Society of Black Engineers was recognized as the Most Improved Chapter by their National Organization.
- › Men's Ice Hockey team competed in Nationals for the first time in club history.
- › Minority Association of Pre-Medical Students received the Boar's Head Award.
- › The Students' Association Government, for the first time, hosted the Annual Intercollegiate Student Government Leadership Conference with keynote speaker and alumnus, Mayor Malik Evans.



Crowdfunding Campaigns

Over \$20,000 raised by 8 organizations which provided direct support for goals like:

- › Midnight Rambler's 2023 Album
- › Men's Club Soccer's travel costs to attend the NIRSA National Championships
- › Support the growing community within the Muslim Students' Association

CCC Expansion

Continued expansion of CCC, an online student engagement platform, usage across graduate schools; including, AS&E Graduate School, the Simon Business School, School of Nursing, and School of Medicine, and Dentistry Graduate Education.



PROGRAMMING

The Medallion Program

The Medallion Program aims to educate student leaders by providing opportunities for intentional learning, self-reflection, and skill development. **327 student leaders newly enrolled in the program this year, with 120 learning workshops held; a 56% increase when compared to 2022-2023.** Improvements and increased marketing related to the Leadership Library resulted in 22 book sign-outs. The goal is to continue to grow the number of student leaders enrolled and number of workshops lead by campus partners.

- › 95% of student leaders who completed Level 1 of the program stated they can identify experiences at the University of Rochester they are passionate about.
- › 97% of student leaders who completed Level 2 of the program stated they now address conflict with others respectfully by considering others' points of view.



UR Late Night

UR Late Night provides fun and engaging opportunities for students to connect and unwind on Friday and Saturday nights.

- › 58 total events
- › Collaborated with 15 student organizations
- › Late Night Breakfast served 250 pounds of bacon and 1,000+ waffles



1,744

Late Night attendees,
a 7% increase
compared to
2022-2023

38%

increase amongst
juniors and seniors
when compared to
2022-2023

PROGRAMMING

ROC Tix

The ROC Tix program focuses on getting undergraduates to experience the City of Rochester by engaging in local and regional off-campus events. Notable programs include the Fringe Festival, Snowtubing at Greystone, Alpaca Yoga, ROC Holiday Village, and the CampusROC College Event led by the Greater Rochester Chamber.

Leadership Appreciation Reception

During the Leadership Appreciation Reception, WCSA recognized the student leaders and organizations that have enriched the University of Rochester's community through self-development, programs, publications, activities, and customer service.

- › 10 student leaders and 2 student organizations were recognized for their achievements and contributions.
- › 119 students recognized for leveling up in the Medallion Program.



New Initiatives

› Lunar New Year Festival

280+ attendees learned more about this traditional event celebrated in many Asian countries and diaspora communities throughout the world. For this event, WCSA collaborated with: Burgett Intercultural Center (BIC), International Services Office (ISO)/Global Engagement, Chinese Students' Association (CSA), Vietnamese Students' Association (VSA), and Korean Student Union (KSU).

› Graduation Glow Up

In partnership with alum-owned business, ClipDart, barbers and stylists were brought to campus to cut or style graduating senior's hair before commencement. A total of 95 free haircuts and styles were offered at this "sold-out" event. In collaboration with the Burgett Intercultural Center (BIC), Office of Equity & Inclusion (OEI), Office of Alumni Relations, Black Alumni Network, Office of Minority Student Affairs (OMSA), David T. Kearns Center and Greene Center.

Collaborations with University Health Services

Our partnership with University Health Services strengthens each year. Through connections with the Campus Information Center and the Food Pantry, WCSA has been able to host events and offer services like:

- › The Food Pantry Cooking Class
- › Mindful Yoga classes
- › Safe sex supplies and resources
- › Contributions to the Flourish Festival

SERVICES AND SPACES

Food Pantry

The Food Pantry supports all University of Rochester students and postdocs experiencing food insecurity. This year, the Pantry received 1,787 visits with over 11,000 items provided to 470 students; 110 of those being graduate students. **Compared to 2022-2023, there was a 60% increase in the number of visits.** Advocacy will continue with campus stakeholders to expand the Food Pantry's offerings beyond non-perishables to include refrigerated and freezer items.

Shops @ WilCo

A total of 61 student organization fundraisers held at the Shops @ WilCo by 44 student organizations. The most popular fundraiser was The Opposite of People's "Worms, Worms, Worms."

Community Kitchen

The Community Kitchen offers a unique opportunity for student organizations and departments to host cooking and food-based events. This year, there was a growth in the number of approved kitchen users; going from 98 to 143.

- › 82% increase in the number of events hosted in the space.
- › During ACUI's 2024 Annual Conference, WCSA staff led a presentation on Community Building in the Community Kitchen.



Building and Space Improvements

25+ building and space projects were completed to improve the student and student leader experience, enhance a sense of belonging, and introduce a new way for WCSA to collect space usage. Notable projects were the Campus Information Center renovation, the Frederick Douglass Timeline installation in Douglass Commons in partnership with the Burgett Intercultural Center, the O'Brien Dance Studio flooring replacement in partnership with Facilities and Services, the addition of Rochester blue paint in Wilson Commons to incorporate school spirit, and the installation of people counters in the Douglass Meditation & Prayer Room and the Hartnett Gallery.

SERVICES AND SPACES

Supply Closet

The supply closet serves as a resource for student organizations and fraternity and sorority life groups who are in need of supplies for their events. **642 requests were fulfilled this year; doubling the number of requests from 2022-2023.** This increase is a result of improved marketing, the expansion to fraternity and sorority life groups, and the introduction of new supplies to meet the diverse needs of organizations.

Student Organization Reservations

A total of 14,394 student organization reservations were confirmed this academic year. 11,078 of those reservations were in a Student Life or Academic space. The remaining 3,316 reservations were held in other spaces on campus (e.g., Athletics, Todd Union, Sloan Performing Arts Center, Interfaith Chapel, Rush Rhees and the Humanities Center). Available student organization performance and programming space is limited. Advocacy will continue with campus stakeholders to discuss the ways space can be increased for student organizations; especially performing arts, rehearsals, practices, and outdoor spaces.

Campus Information Center

Renovated during the summer of 2023, the Campus Information Center provides a multitude of services and information to the campus community. In addition to expanding offered services, this year, partnerships were established with the Office of Admissions, Event and Classroom Management, the Office of Alumni Relations and Constituent Engagement, and Orientation and New Student Programs by providing physical space for these departments to connect with students easily during large programs.

Before



12,568

recorded interactions,
a 251% increase from
2022-2023

After



ROCHESTER TRADITIONS

Community Weekends

Community Weekends incorporate some of our can't-miss events on campus. Each weekend has its own distinct feel, traditions, and signature events.

Yellowjacket Weekend

- › 100% of surveyed students said they “had fun at this event.”

Meliora Weekend

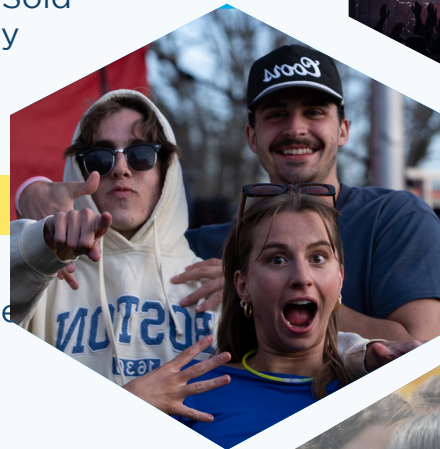
- › Partnered with the Office of Alumni Relations and Constituent Engagement.
- › During Feedback Day, 66% of attendees ranked Meliora Weekend as their favorite Rochester Tradition.
- › Sold-out Hasan Minhaj comedy show (first sold-out show since COVID)

Winterfest Weekend

- › Continued partnership with Eastman School of Music for Rachel Sennott and Ziwe Comedy Show.

Springfest Weekend

- › 13,356 Dandelion Day Food Truck Tickets Sold
- › 99% of surveyed students at Dandelion Day said “this event made me feel welcomed.”



Day of Giving Campaign

Day of Giving campaign focused on Rochester Traditions which impact the first-year student experience

- › \$2505 raised from Day of Giving



ROCHESTER TRADITIONS



HIGHLIGHTS

"Our commitment to fostering a profound sense of belonging among our members is manifested through a rich array of experiences. Beyond merely celebrating cultural holidays, we create environments that acknowledge and embrace diverse Asian cultures. From introducing cultural snacks like Chinese rice crackers and popular dishes such as tteokbokki to incorporating captivating performances by organizations like Rice Crew and Phoenix Fire in our annual showcase, we weave a tapestry of cultural representation."

- Asian American Student Union

**Contributed
to planning
Eclipse Day
events**

22
summer
programs
were hosted

90%
of all undergraduate
students involved in at
least one organization

**88th Annual
Boar's Head
Dinner
Sold-Out
Tickets**

81%
of the first-year
class was engaged
through programming

91%
of student employees
reported they feel
a part of a community
due to their employment
experience with WCSA

4,635
accounts reached
on a single
Instagram post

27,412
tickets
sold

3,288+
giveaway items
distributed

5,829
Weekend Highlights
newsletter
recipients weekly

\$2,505
raised from
Day of Giving

84%
Roc Tix event
check-ins were
from different
students

"Our Red Cross members gain a sense of belonging through collaborate events and activities we hold such as our suturing event and our blood drives. Not only are our members receiving potentially lifesaving techniques, they are also collaborating with one another toward a collective goal. Our team activities, training sessions, and blood drives contribute to a strong sense of community, creating a supportive environment where everyone feels connected and committed to the organization's mission."

- Red Cross



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