

WILSON COMMONS STUDENT ACTIVITIES

ANNUAL REPORT

2024-2025



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rochester.edu/college/wcsa/



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

- › Anne-Marie Algier, Brian Magee, and Courtney Floom published: [Making the Case for Leadership Experiential Learning in Athletics](#) in New Directions for Student Leadership.
- › Brian Magee presented: "Risky Business- Building a Blueprint for Mitigating Risk On and Off-Campus" at the ACUI Annual Conference. Risky Business: Student Life Risk Management on the Forefront was also published in ACUI's Spring 2025 Bulletin.
- › Jill Wulfenstein received the National Association for Campus Activities' Patsy Morely Outstanding Programmer Award.
- › Courtney Floom received the University of Rochester Award for Distinguished Contributions to Undergraduate Learning.
- › The Community Kitchen received ACUI's Heart of Campus Award.



10

Professional development
opportunities completed
by staff

STUDENT EMPLOYMENT

The 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

Created three new positions this year :

- › Club Sports Student EMT
- › Food Pantry Attendants
- › Reservation Assistants

Increasing the total number of offered student employment roles to 17. With the addition of these new positions, 13 additional job opportunities were created, increasing the total number of student employees to 115.

Top Three Skills Gained

1. Problem Solving
2. Interpersonal Communication & Customer Service
3. Collaboration

Customer Service and Problem Solving have remained in the top three for 6 years in a row.

2024 Student Employee Award Winners:

Community Builder Award

Guy Emrich, Spurrier/Genesee Building Manager

Kathy Webster Award

Madison King, SOFO Accountant

MELIORA Values Award

Courtney Henry, Spurrier/Genesee Building Manager
Gary Kong, Photography Assistant

Outstanding Graduating Seniors

Renee Taillie, Campus Information Center

Outstanding New Employee

Icesis Hinkson-Serrano, Campus Center Building Manager



93%

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

96%

of student employees reported they feel a part of a community due to their employment experience

99%

of student employees reported their employment experience has provided learning opportunities

STUDENT ORGANIZATIONS

New Organization Proposals

The Student Organization Review Board (SORB) received a total of 45 new organization proposals this year. 11 proposals were denied based on the student organization criteria, with the most common reasons for denial being resources and space. 8 proposals were not reviewed since the requirements were not met, and 26 were approved. **The top three mission categories approved for this year were academic/professional, cultural/identity based, and community engagement.** 15 organizations were derecognized this year by the Student Organization Administration and Review Committee (ARC), increasing the number of organizations supported by 11.

95%

of all undergraduate students involved in at least one organization



Student Involvement by Mission Category



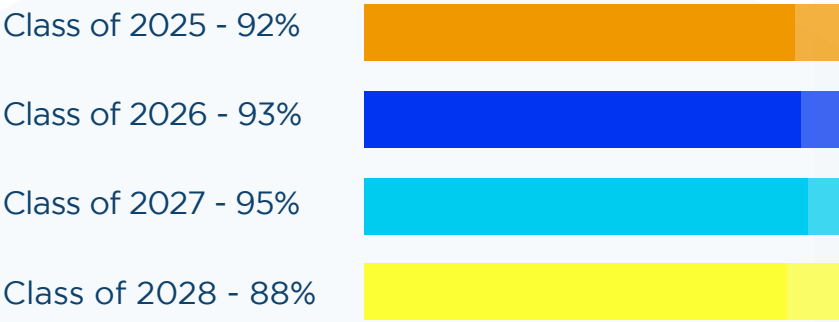
- | | |
|-----------------------------------|-----------------------------------|
| Academic / Professional - 3812 | Honor Society - 73 |
| Awareness - 1894 | Intercollegiate Competition - 972 |
| Club Sports (Competitive) - 1041 | Media / Publication - 1220 |
| Club Sports (Recreational) - 2264 | Performing Arts - 1405 |
| Community Engagement - 1970 | Political - 246 |
| Cultural / Identity Based - 2147 | Programming - 422 |
| Fraternity / Sorority - 757 | Religious & Spiritual Life - 914 |
| Governing Body - 483 | Visual Arts - 798 |
| Hobbies & Interests - 1782 | |

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



STUDENT ORGANIZATIONS

Membership by Class Year



Involvement by Population %

- First Generation - 83%
- International - 70%
- Underrepresented Minority - 69%

*Percentages from totals within each of these population groups.

Awards, Recognitions, & Highlights

Received 29 awards, recognitions, and highlights submissions from 17 student organizations. 30 additional organizations noted their achievements through the SOAR self-report.

- › **Men’s Ultimate Frisbee** won the D-3 Metro East Regional Championship to qualify for the D-3 National Championship where they placed 5th.
- › **Women’s Club Basketball** won North Atlantic West Region Conference Championships
- › **Women’s Club Volleyball** finished 1st Place in Tournament and qualified for Nationals
- › **Women’s Ultimate Frisbee** placed second in the Northeast Classic tournament and placed 9th at Nationals
- › **Eye to Eye** featured in a story by University Communications.



Scan the QR code to read the Eye to Eye story



Crowdfunding Campaigns

With rising operational costs and more organizations attending national conferences and competitions, crowdfunding has become a powerful resource. This academic year saw strong success in student organization campaigns resulting in **\$50,103** raised. Notable campaigns were:

- › The Men’s and Women’s Ultimate Frisbee teams qualified for nationals this year. Both teams ran separate campaigns, resulting in \$23,135 raised.
- › Baja SAE raised \$5,477 to go towards costs associated with the International Baja SAE competition.
- › Water Polo raised \$2,960 to purchase new shot clocks.

New Initiative: Club Sports Student EMTs

With a growing Club Sports Program, six certified student EMT positions were created to attend all high-risk competitions on campus. Medical Kits were purchased and portable AEDs are now available for all club sports. In total, 60 on-campus events were staffed by a Club Sport Student EMT, resulting in over 180 hours worked.



PROGRAMMING

New Initiatives

Drag Bingo

350 students attended this sold-out event featuring drag queen, Darienne Lake, as part of Yellowjacket Weekend's late-night event. Additional tickets will be added next year, due to its overwhelming popularity.

Silent Disco

As part of Winterfest Weekend, students had the opportunity to dance the night away featuring a DJ battle between University of Rochester staff: Nicholas Morales, Kyle Orton, and Dr. John Blackshear.



UR Late Night

UR Late Night provides fun and engaging opportunities for students to connect and unwind on Friday and Saturday nights throughout the semester to build a sense of belonging. The program remained popular throughout this year, with 65 events held and collaboration on events throughout the year with seven student organizations.

- › Hosted 28 Trivia Nights with an average of 30 attendees at each event
- › 826 students attended the annual Late Night Breakfast



21%

increase amongst
juniors and seniors
when compared to
2023-2024

1,604
Late Night
attendees



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, College Night at the Memorial Art Gallery, Snowtubing at Greystone, and Alpaca Yoga. This program continues to foster meaningful connections between students and the Rochester community.

PROGRAMMING

Collaborations that Count

Lunar New Year Celebration

In partnership with the Paul J. Burgett Intercultural Center, International Services Office, Eastman School of Music, Office of Equity & Inclusion, Office of Global Engagement, and Warner School of Education.

This celebration had a turn out of **over 500 attendees**. This program was supported by the department by coordinating décor, student performances, culturally relevant cuisine, and comprehensive promotional efforts. The event fostered cultural awareness and community engagement, drawing a diverse crowd of students, staff, and faculty.

Art After Dark

In collaboration with the Gallery Curation Committee, Art After Dark, a UR Late Night program featuring an after-hours art experience centered around Eric LoPresti's exhibit Hold Still Life, described as "large, chaotic, and intense."

The **25+ attendees** explored the gallery while enjoying light refreshments, music, and a cash bar (21+, legal ID required). The event offered an engaging cultural experience in a relaxed and creative atmosphere, reinforcing the value of the arts in student life programming.



Programming Challenges

Collaboration & Communication

A lack of cross-departmental coordination has led to overlapping or redundant programs, such as multiple outdoor movies scheduled for the same evening. These instances highlight the need for improved collaboration, centralized communication, and clearer guidelines to ensure efficient use of resources and a cohesive student experience.

As campus programming continues to grow, challenges around coordination and communication have become more apparent. One recurring issue is the confusion surrounding CCC event registration. While many departments use CCC for promotion and RSVP collection, students often assume that registering on CCC guarantees a ticket or spot—leading to frustration when official registration is hosted elsewhere. This was especially evident at high-demand events like Drag Bingo and the MLK Speaking Engagement.

Compounding the issue, duplicate CCC events created by other departments or staff sometimes include conflicting or inaccurate information. This has resulted in overbooking, miscommunication, and students being incorrectly added or removed from event rosters.

LEADERSHIP

The Medallion Program

The Medallion Program aims to educate student leaders by providing opportunities for intentional learning, self-reflection, and skill development. **324 student leaders were newly enrolled in the program this year, with 151 learning workshops held; a 26% increase when compared to 2023-2024.** The goal is to continue to grow the number of student leaders enrolled and number of workshops lead by campus partners.

- › **96%** of student leaders who completed Level 1 of the program stated they can identify experiences at the University of Rochester they are passionate about.
- › **98%** of student leaders who completed Level 2 of the program stated they work well with others to achieve a common goal.

Eight learning workshops were led by alumni:

- › Farrell Cooke '14, '19N, '24S
- › Jesse Cramer '12, '14S
- › Andrew Cutillo '13
- › Michael Dymond '13
- › Malik Evans '02
- › Henry Friedman, MD '73
- › Adam Konowe '90, P'21
- › Bob Wheeler '88



Leadership Appreciation Reception

During the annual Leadership Appreciation Reception, student leaders and organizations who enriched the University of Rochester community through personal development, innovative programming, publications, and outstanding service were recognized.

- › 140 students recognized for leveling up in the Medallion Program; up 21 students when compared to last year.
- › 105 award nomination forms received.



ROCHESTER TRADITIONS

Community Weekends

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

Yellowjacket Weekend

- › Sold-out inaugural Drag Bingo featuring, Darienne Lake.

Meliora Weekend

- › Supported 38 student organization-led events, including the sold-out YellowJackets & Vocal Point alumni concert and a performance by The Opposite of People (TOOP).
- › Collaborated with the Office of Alumni Relations and Constituent Engagement to support campus-wide programming.

Winterfest Weekend

- › Continued partnership with Eastman School of Music for the Michael Che comedy show.

Springfest Weekend

- › 12,788 Dandelion Day food truck tickets sold.
- › Expanded weekend events into the Residential Quad.
- › 2,000+ attendees at the new location for the Dandelion Day concert.

Survey Results

- › **99%** of surveyed students said the community weekends made them feel welcomed
- › **98%** of surveyed students said they had fun at the community weekends
- › **93%** of surveyed students either agree or strongly agree that they felt welcomed at the community weekend events.
- › **87%** of surveyed students either agree or strongly agree that community weekends help them feel happy they chose to attend the University of Rochester.



**89th Annual
Boar's Head
Dinner
sold-out**

2000+
attendees at
the Michael Che
comedy show

*"I like how all the
campus comes
together to
participate in
fun events."*

*"Having a
stress free time
dedicated to fun
on campus."*



SERVICES AND SPACES

Building and Space Improvements

This year several high traffic areas that serve student life on campus were renovated to improve the student experience and prepare Wilson Commons for its 50th birthday in April 2026.

Starbucks Lounge

Before



After



Ruth Merrill Center

Before



After



Stackel Conference Room

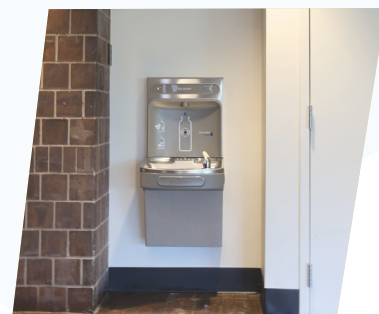
Before



After



In addition to renovating high traffic spaces, a water bottle refill station was installed on the 2nd floor of Wilson Commons. This addressed a request from students and guests who often visited the Campus Information Center looking for water.



SERVICES AND SPACES

New Services This Year

This year several new services were added to better support the University community.

- › A free arcade machine was added to Rocky's Sub Shop & Lounge.
- › The Common Market started selling University branded items.
- › The Campus Information Center began loaning out outdoor games.
- › O'Brien Hall's hours were expanded on weekends to allow more access to the dance studio and conference room.



Management of Friel Lounge

Access to Friel Lounge was expanded to the University community by having the space added to the standard Virtual EMS templates. The audio/visual technology in the room was replaced and the piano repaired so it can be used for a wider range of meetings and events. This provided another large lounge space for student organizations to book for meeting with members and hosting small events.

Personal Reservations in Wilson Commons 504

Starting this year students were allowed to reserve Wilson Commons 504 for individual use by visiting the Campus Information Center. Students can utilize the room for interview and job preparation, online tutoring sessions, telehealth appointments, and exams. The new service was shared widely with campus partners including UHS, Greene Center, and Tutoring Zone, etc who often get requests from students for this type of space.



SERVICES AND SPACES

Data, Statistics, and Trends

Campus Information Center (CIC)

The Campus Information Center saw a small decrease in recorded interactions, with 10,202 interactions for this year (12,568 the previous year). However, the decrease is largely attributed to a decrease in lost and found and miscellaneous interactions that did not fit into a category. People asking for help with directions, dropping off flyers, and student organization printing all increased.



CIC Recorded Interactions

- Directions
- Fax
- Flyer Drop Off
- ID
- Lost & Found
- Phone Call
- Printing Request
- Question
- Same-Day Reservation
- Signing Items Out / In
- Other



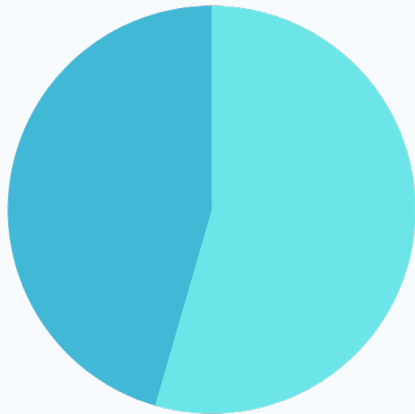
Food Pantry

This year the Food Pantry received **2,304 visits**, more than **double the number of visits in the 2022-2023** academic year and a **29% increase from the 2023-2024** academic year. Over **21,643 items were distributed to 428 students**. More undergraduates used the Food Pantry, but **graduate students made more frequent visits, representing 67% of total visits**. Food Pantry was used by graduate students from Simon Business School more than any other graduate school, they also made the most frequent visits. The Food Pantry has also continued to see **higher usage from international students (55% of users)**.



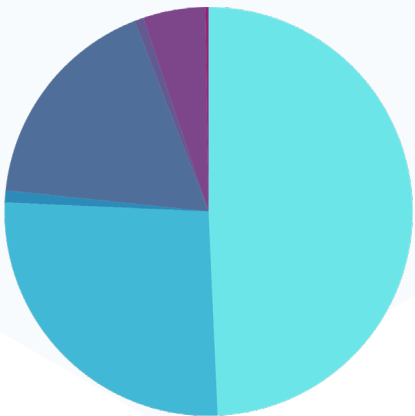
Food Pantry Usage by Student Type

- Undergraduate Students
- Graduate Students



Food Pantry Usage by School

- School of Arts and Sciences
- Simon Business School
- Eastman School of Music
- Hajim School of Engineering and Applied Sciences
- School of Medicine and Dentistry
- Warner School of Education
- School of Nursing



SERVICES AND SPACES

Student Life Space Reservations

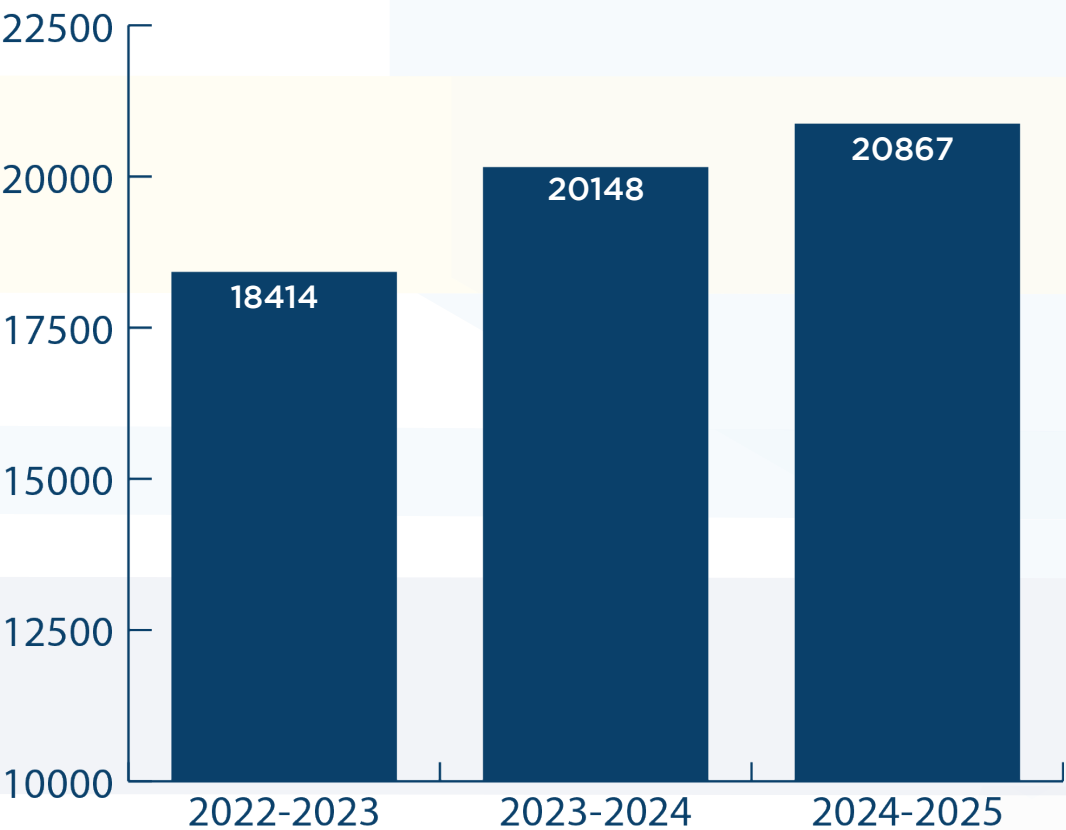
Definitions:

- › Reservation: A collection of bookings under one name. A reservation may span several dates/months and can include multiple rooms.
- › Booking: Each occurrence of a meeting or event. A booking can only include one room and one date. Often multiple bookings are in a reservation.

In total, **20,867 bookings** were processed for student organizations this year. Of those, **13,293 were in WCSA managed spaces**. The number of student organization major event reservations has **increased by 116 (32%) since the 2022-2023 academic year**.

To help address rehearsal space shortages, in the spring semester student organizations were able to gain access to a vacant retail space in College Town with hardwood floors. This was used by seven student organizations throughout the spring semester.

Total Bookings by Student Organizations
in Student Life Spaces



13%
increase in
bookings since
2022

13,293
bookings
in WCSA
managed
spaces

6,812
Student
Organization
practice &
rehearsal
bookings

SERVICES AND SPACES

Services and Spaces Challenges

Space for Services

It is challenging to fit the range of services within student life spaces, particularly the Campus Center.

- › The **Supply Closet**, a service intended to save money and centralize the storage of commonly used supplies for student organizations, has vastly outgrown its space as it tries to keep up with the needs of 270+ student organizations.
- › The **Food Pantry** has been working to expand into perishable goods to accommodate the requests of students. However, the current space is too small for even the current operations, and efforts to locate a new space have not been successful.
- › Additionally, identifying space for a future **spirit store** and ensuring enough space for the **daily operations of the Campus Center** are also challenges.



Space for Events & Rehearsals

Student organization major event reservations have **increased by 32% since 2022-2023** and the University has not brought any additional major event spaces online. This growth combined with long existing challenges has made the need for event and rehearsal space greater now than ever before.

- › Additional space for theater productions would alleviate some challenges with the May Room.
- › The Sloan Performing Arts Center's schedule does not allow for student organizations to utilize the venue for major shows.
- › The expansion of the Program of Dance & Movement has increased pressure for more dance space.
- › Dance organizations looking for alternative space to rehearse are facing competition from club sport student organizations (with over 2700 unique students involved in a club sport).
- › Proper music rehearsal space for organizations with instruments does not currently exist on campus.
- › Areas for messy events (paint and crafts) is another area lacking on campus.

SERVICES AND SPACES

Services and Spaces Challenges (Continued)

Space for Offices

As University Student Life expands, it has been hard to identify space within Student Life buildings to accommodate that growth.



Goals for 2025-2026

1. Grow the Food Pantry

Students have asked that the Food Pantry expand into perishable goods. To accommodate this the Food Pantry needs to move into a larger location and increase staffing to a full-time staff member.

2. Expand Building Manager Model

With the new Joseph P. Mack Catholic Center coming online, and as the structure of University Student Life takes shape, expanding the building manager model to cover more spaces and services on campus will be crucial to supporting the student experience.

3. Review Services & Expand Reach

With the creation of University Student Life, and the One University approach, services and operations need to be reviewed to see what could be expanded to more communities and if anything should be discontinued.

HIGHLIGHTS



95%

of all undergraduate
students involved in at
least one organization

151

learning
workshops
offered for
Medallion

401

uses of the
student activity
van

10,202

Recorded CIC
Interactions

4,333

Instagram
Followers



850

Senior Ball
attendees

828

servings of
popcorn served
at movie nights

27,413
tickets
sold

**89th Annual
Boar's Head
Dinner
Sold-Out
Tickets**



HIGHLIGHTS



20,867
Student
Organization
reservations

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273
Undergraduate
Student
Organizations

1,604
Unique Late
Night
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10,655
uses of the Prayer
& Meditation room

2,304
Food Pantry
visits

1,119
feet of Fruit by
the Foot sold
at The Common
Market



57
fundraisers
held at the
Shops @ WilCo



The
Ice
FARM
Ice Sculptures, Wheels
& Christmas Trees



UNIVERSITY of
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