# Campus Activities Center

## Campus Activities Center Annual Report

July 1, 2014, through June 30, 2015

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Introduction:

The Campus Activities Center serves as an essential part of the involvement opportunities available to students at the University of Wyoming. The CAC plays a key role in providing outlets of experiential learning and leadership, establishing and fostering connections for students, and engaging the student population and Laramie community with a diverse, comprehensive programmatic calendar. Together with SLCE, ASUW, Fraternity & Sorority Life, Campus Recreation and other units within the Division of Student Affairs we help to foster and create a sense of community and belonging for the student body. Together, we all play an instrumental role in bolstering and maintaining retention rates and developing community contributors and alumni who are ultimately satisfied with their experience at UW.

The CAC is housed within the Wyoming Union, which also oversees the Service Learning and Community Engagement (SLCE) office, Events Office, Union Marketing, Information Desk, and Game Room. Together, along with the tenants of the Union facility we help to create a welcoming environment to the University of Wyoming for students, faculty, staff, alumni, potential students, and guests.

What follows is a summary for the CAC of this year’s staff, our accomplishments, challenges, program highlights, student and staff accomplishments, and finally the future vision of the CAC. This document and this past years successes would not be possible without the tireless effort of the CAC staff and its students. We pride ourselves on being a fun loving, welcoming, hard working environment. Hopefully this document will provide insight into CAC operations, efficiencies, and its areas for improvement.

So without further ado - happy reading!
**Wyoming Union Mission**

“As an integral part of the University's educational mission, the Wyoming Union fosters a sense of community by providing quality programs, services and facilities that promote development, embrace diversity, and cultivate loyalty to the University. The Wyoming Union provides a nurturing environment within which students are encouraged to pursue excellence, to develop leadership, and to realize their potential.”

**Campus Activities Center Mission:**

“Enhance the development and retention of students at the University of Wyoming. More specifically, activities and programs are provided for the purpose of enriching the environment of the Wyoming Union and the University of Wyoming campus, facilitating student learning and development opportunities, and providing opportunities for students to find a connection between themselves and the university community. These specific functions address those critical factors in the retention of students and ultimately their educational success.”

**Campus Activities Center Values:**

The “Values of Campus Activities” is a statement of the fundamental beliefs driving the work of the staff and students of the Campus Activities Center in the coordination and implementation of campus programs and events.

The Values of Campus Activities:

- We value a humanistic work environment embracing teamwork, consensus, creativity, respect for others, humor, face-to-face communication and professional development.
- We value the holistic development of every student by providing formal and informal educational opportunities in support of the missions of the University of Wyoming and the Wyoming Union.
- We value the quality involvement of students both as volunteers and employees in all aspects of campus activities from initial concept to evaluation. We believe the process of development and implementation of programs by students is pivotal in evaluating the final product.
- We value quality service.
- We value ethical behavior.
- We value a humanistic work environment embracing teamwork, consensus, creativity, respect for others, humor, face-to-face communication and professional development.
## Unit Highlights and Data:

<table>
<thead>
<tr>
<th>Group</th>
<th>Number of Events</th>
<th>Total Attendance</th>
<th>Average Attendance</th>
<th># of Collaborations with other groups</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Friday Night Fever</strong></td>
<td>26 (24 Fridays, 2 Saturdays)</td>
<td>10,568 (5,893 events; 4,675 movies)</td>
<td>406 for all programs 226 for events 180 for movies</td>
<td>15</td>
</tr>
<tr>
<td><strong>Student Activities Council</strong></td>
<td>25</td>
<td>12,354</td>
<td>494</td>
<td>9</td>
</tr>
<tr>
<td><strong>Concerts &amp; Convocations</strong></td>
<td>4 (Nick Offerman, Trampled By Turtles, Brett Eldredge, Iron &amp; Wine)</td>
<td>5,815</td>
<td>1,453</td>
<td>4</td>
</tr>
<tr>
<td><strong>Visual &amp; Cultural Arts</strong></td>
<td>6</td>
<td>685</td>
<td>114</td>
<td>7</td>
</tr>
<tr>
<td><strong>Gallery 234</strong></td>
<td>11 displays with accompanying receptions</td>
<td>4,489 (405 for reception attendance)</td>
<td>408 (47 for reception attendance)</td>
<td>11</td>
</tr>
<tr>
<td><strong>Safe Zone</strong></td>
<td>33 (20 public sessions, 13 requested)</td>
<td>374</td>
<td>11</td>
<td>7 (groups who requested sessions)</td>
</tr>
<tr>
<td><strong>Summer Programs</strong></td>
<td>15 (11 noon concerts 4 trips)</td>
<td>976</td>
<td>65 for all 76 for concerts 59 for trips</td>
<td>NA</td>
</tr>
</tbody>
</table>

### Student Activities Council Historical Numbers:

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Events</th>
<th>Total Attendance</th>
<th>Average Attendance</th>
<th># of Collaborations with other groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY15</td>
<td>25</td>
<td>12,354</td>
<td>494</td>
<td>9</td>
</tr>
<tr>
<td>FY14</td>
<td>25</td>
<td>12,755</td>
<td>510</td>
<td>11</td>
</tr>
<tr>
<td>FY13</td>
<td>30</td>
<td>11,850</td>
<td>395</td>
<td>10</td>
</tr>
<tr>
<td>FY12</td>
<td>32</td>
<td>14,178</td>
<td>443</td>
<td>23</td>
</tr>
<tr>
<td>FY11</td>
<td>39</td>
<td>9,726</td>
<td>255</td>
<td>14</td>
</tr>
<tr>
<td>FY10</td>
<td>28</td>
<td>10,330</td>
<td>369</td>
<td>16</td>
</tr>
</tbody>
</table>

### Friday Night Fever Historical Numbers:

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Events</th>
<th>Total Attendance</th>
<th>Average Attendance</th>
<th># of Collaborations with other groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY15</td>
<td>26 (24 Fridays, 2 Saturdays)</td>
<td>10,568 (5,893 events; 4,675 movies)</td>
<td>406 for all programs 226 for events 180 for movies</td>
<td>15</td>
</tr>
<tr>
<td>FY14</td>
<td>31 (29 Fridays, 2 Saturdays)</td>
<td>18,640 (11,995)</td>
<td>633 for all programs</td>
<td>19</td>
</tr>
<tr>
<td>Year</td>
<td>Number of Events</td>
<td>Total Attendance</td>
<td>Average Attendance</td>
<td># of Collaborations with other groups</td>
</tr>
<tr>
<td>------</td>
<td>------------------</td>
<td>------------------</td>
<td>--------------------</td>
<td>--------------------------------------</td>
</tr>
<tr>
<td>FY13</td>
<td>33 (31 Fridays, 2 Saturdays)</td>
<td>18,473</td>
<td>596 for all programs 461 for events 170 for movies</td>
<td>5</td>
</tr>
<tr>
<td>FY12</td>
<td>33 (28 Fridays, 5 Saturdays)</td>
<td>21,417</td>
<td>649 for all programs 449 for events 200 for movies</td>
<td>23</td>
</tr>
<tr>
<td>FY11</td>
<td>34 (28 Fridays, 6 Saturdays)</td>
<td>18,249</td>
<td>553 for all programs 364 for events 189 for movies</td>
<td>22</td>
</tr>
<tr>
<td>FY10</td>
<td>43 (28 Fridays, 15 Saturdays)</td>
<td>20,589</td>
<td>479 for all programs 573 for Fridays 303 for Saturdays 306 for movies</td>
<td>28 (9 were part of other events on campus)</td>
</tr>
</tbody>
</table>

**Concerts & Convocations Historical Numbers**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Events</th>
<th>Total Attendance</th>
<th>Average Attendance</th>
<th># of Collaborations with other groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY15</td>
<td>4 (Nick Offerman, Trampled By Turtles, Brett Eldredge, Iron &amp; Wine)</td>
<td>5,815</td>
<td>1,453</td>
<td>4</td>
</tr>
<tr>
<td>FY14</td>
<td>3 (Aziz Ansari, Jason Derulo, Hoodie Allen)</td>
<td>3,670</td>
<td>1,223</td>
<td>1</td>
</tr>
<tr>
<td>FY13</td>
<td>3 (Easton Corbin; All American Rejects/Boys Like Girls/Parachute; Mac Miller/Sean Kingston/New Boyz)</td>
<td>7,250</td>
<td>2,401</td>
<td>1</td>
</tr>
<tr>
<td>FY12</td>
<td>5 (Ross Mathews; RJA, WTK, and Cartel; Ira Glass; Lupe Fiasco; Comedy Central)</td>
<td>6,450</td>
<td>1,290</td>
<td>2</td>
</tr>
</tbody>
</table>

**Gallery 234 Historical Numbers:**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Events</th>
<th>Total Attendance</th>
<th>Average Attendance</th>
<th># of Collaborations with other groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY15</td>
<td>11 displays with accompanying receptions</td>
<td>4,489 (405 for reception attendance)</td>
<td>408 (47 for reception attendance)</td>
<td>11</td>
</tr>
<tr>
<td>FY14</td>
<td>9 displays with accompanying receptions</td>
<td>2282*</td>
<td>254*</td>
<td>9</td>
</tr>
<tr>
<td>FY13</td>
<td>13 displays with accompanying receptions.</td>
<td>Not tracked</td>
<td>Not tracked</td>
<td>13</td>
</tr>
<tr>
<td>FY12</td>
<td>14 displays with accompanying receptions. 2 special events.</td>
<td>n.a.</td>
<td>n.a.</td>
<td>16</td>
</tr>
</tbody>
</table>
*includes accurate reception attendance but people counter not installed until mid-November 2013, number is more accurate for FY15 and beyond.

**Summer Programs Historical Numbers:**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Events</th>
<th>Total Attendance</th>
<th>Average Attendance</th>
<th># of Collaborations with other groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY15</td>
<td>15 total 11 noon concerts 4 trips</td>
<td>976</td>
<td>65 for all 76 for concerts 59 for trips</td>
<td>NA</td>
</tr>
<tr>
<td>FY14</td>
<td>17 total 12 noon concerts 4 trips; 1 other event</td>
<td>920</td>
<td>54 for all 60 for concerts 51 for trips</td>
<td>NA</td>
</tr>
<tr>
<td>FY13</td>
<td>15 total 10 noon concerts 4 trips 1 other event</td>
<td>813</td>
<td>54 for all 57 for concerts 46 for trips</td>
<td>NA</td>
</tr>
<tr>
<td>FY12</td>
<td>15 total 9 noon concerts 6 trips</td>
<td>850</td>
<td>56 for all 63 for concerts 48 for trips</td>
<td>NA</td>
</tr>
<tr>
<td>FY11</td>
<td>14 total 10 noon concerts 4 trips</td>
<td>200 Concerts: unknown</td>
<td>50 Estimate 100</td>
<td>NA</td>
</tr>
<tr>
<td>FY10</td>
<td>5 trips 5 noon concerts</td>
<td>217 Concerts: unknown</td>
<td>44 Estimate 150-200</td>
<td>NA</td>
</tr>
</tbody>
</table>

**Safe Zone Historical Numbers**

<table>
<thead>
<tr>
<th>Year</th>
<th># Events</th>
<th>Total Attendance</th>
<th>Average Attendance</th>
<th># Collaborations</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY15</td>
<td>33 total: 20 open training sessions 13 requested training sessions</td>
<td>374</td>
<td>11</td>
<td>7 groups who requested trainings</td>
</tr>
<tr>
<td>FY14</td>
<td>22 total: 14 open sessions 2 requested campus</td>
<td>255</td>
<td>12</td>
<td>Not available</td>
</tr>
<tr>
<td>Year</td>
<td>Total Sessions</td>
<td>Training Sessions</td>
<td>Symposium Sessions</td>
<td></td>
</tr>
<tr>
<td>--------</td>
<td>----------------</td>
<td>-------------------</td>
<td>-------------------</td>
<td></td>
</tr>
<tr>
<td>FY13</td>
<td>27 total:</td>
<td>273</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td></td>
<td>15 open training sessions</td>
<td></td>
<td>not available</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5 classroom trainings</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3 employment trainings</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3 leadership trainings</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 symposium training</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FY12</td>
<td>11 total:</td>
<td>200 Estimated</td>
<td>18 Estimated</td>
<td></td>
</tr>
<tr>
<td></td>
<td>7 on campus</td>
<td></td>
<td>not available</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4 off campus</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FY11</td>
<td>20 total:</td>
<td>151</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td></td>
<td>16 on campus,</td>
<td></td>
<td>Not available</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4 off-campus</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Organizational List of Staff Members

The Campus Activities Center (CAC) unit reports to the Wyoming Union. The CAC works to provide a wide variety of high quality, student-centered programs and services to the University of Wyoming. The team of staff and especially the students are essential in CAC day-to-day and long-term operations.

**CAC Full Time and Student Staff:**

Jennifer Kirk, Assistant Director – advises Concerts & Convocations, oversees operations of entire unit
William Mandeville, Office Assistant Senior (departed May 2015)
Robert Essaf, Program Advisor – advises Friday Night Fever and Safe Zone
Rachel Nedved, Program Advisor (departed October 2014) – advised Student Activities Council, Gallery 234/Visual & Cultural Arts, and Summer Programs
Jake Ostrow, Program Advisor (started January 2015) – advises Student Activities Council, Gallery 234/Visual & Cultural Arts, and Summer Programs
Mark Gillies, Graduate Assistant – RSO Registration and Event Management (started August 2014)
Maddy Graham, Concerts & Convocations Lead Student Programmer
Lisa Zirbel, Visual & Cultural Arts Programmer and Gallery 234 Coordinator
Mahin Sandoval, Friday Night Fever Lead Student Programmer
Jordan Jungck, Student Activities Council and Summer Programs Lead Student Programmer
Carly Demple, Safe Zone Coordinator
Kaitlyn Bertoglio, CAC Marketing Coordinator
Jaimie Wages, Front Desk Assistant
Oliver Betteridge, Front Desk Assistant (departed May 2015)
Pressley Hoang, Front Desk Assistant
Courtney Roberts, Front Desk Assistant (started August 2014)
CAC Accomplishments and Operations

The 2014-2015 accomplishments and operations for the Campus Activities Center are categorized into the following areas:

- Student Activities Council (SAC)
- Friday Night Fever (FNF)
- Concerts & Convocations (C&C)
- Gallery 234
- Summer Programs
- Registered Student Organizations (RSOs)
- Office Operations
- Staff Outreach & Professional Development

Student Activities Council (SAC)

*Mission:* Student Activities Council shall strive to provide quality programming which promotes student development.

This year, the Student Activities Council continued their focus of providing quality events rather than sheer quantity. Although there was a very small dip in the average attendance this year, SAC was able to meet or exceed its desired participation outcome on most events. The Lead Student Programmer put an emphasis on event variety, began to assess the effectiveness of recurring programs, and developed new partnerships with outside organizations; these partnerships created two of the most successful programs for SAC, BANFF Mountain Film Festival which sold out the Gryphon Theatre for two nights, and the HBO College Pre-premiere of Game of Thrones that brought in over 600 student participants. The Lead Student Programmer also overcame adversity when losing his Program Advisor mid-year, experienced a drastic drop in volunteers, and when handling situations such as Pianos Become the Teeth canceling their show due to car
trouble and the charter bus breaking down for the Avalanche hockey trip. SAC enters the 2015-16 school year with a loyal group of volunteers, a focus of increased programming in the Gardens, and a dedication to providing students with a variety of events that can appeal to the entire student body.

**SAC 2014-2015 Events**

<table>
<thead>
<tr>
<th>Event:</th>
<th>Date:</th>
<th>Location:</th>
<th>Attendance:</th>
<th>Collaborators:</th>
<th>Special Notes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cowboy Kickoff: Craig Morgan</td>
<td>8/29/2014</td>
<td>Tailgate Park</td>
<td>4,000</td>
<td>Cowboy Kickoff</td>
<td></td>
</tr>
<tr>
<td>President’s BBQ: Screen Door</td>
<td>9/3/2014</td>
<td>Prexy’s Pasture</td>
<td>800</td>
<td>President’s Office</td>
<td></td>
</tr>
<tr>
<td>Tailgating: Matt Mcahren and</td>
<td>9/6/2014</td>
<td>Tailgate Park</td>
<td>100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consititution</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drive-in Theater:</td>
<td>9/10/2014</td>
<td>Summit View Lot</td>
<td>120</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blue Man Group:</td>
<td>9/16/2014</td>
<td>Cheyenne Civic Center</td>
<td>48</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hasan Minhaj</td>
<td>10/1/2014</td>
<td>Gardens</td>
<td>70</td>
<td>Pete’s Game Room</td>
<td>Two showings. Added a second screening in the ballroom about two weeks out, attendance was much lower in the ballroom.</td>
</tr>
<tr>
<td>TGR Almost Ablaze:</td>
<td>10/8/2014</td>
<td>ED AUD</td>
<td>300</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Homecoming Dance: Richie Law</td>
<td>10/15/2014</td>
<td>Ballroom</td>
<td>400</td>
<td>Homecoming</td>
<td></td>
</tr>
<tr>
<td>Cherub</td>
<td>10/29/2014</td>
<td>ED AUD</td>
<td>400</td>
<td></td>
<td></td>
</tr>
<tr>
<td>V for Vendetta Night</td>
<td>11/5/2014</td>
<td>Skylight Lounge</td>
<td>50</td>
<td></td>
<td>Should look for a different venue to hold movie nights. The bright lights and noise from upstairs was distracting.</td>
</tr>
<tr>
<td>Thanksgiving Dinner</td>
<td>11/26/2014</td>
<td>Ballroom</td>
<td>180</td>
<td></td>
<td>Should advertise that donations will be taken at the event.</td>
</tr>
<tr>
<td>TGR Higher</td>
<td>12/3/2014</td>
<td>Ballroom</td>
<td>400</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Second City Comedy Club</td>
<td>1/28/2015</td>
<td>A&amp;S Auditorium</td>
<td>500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MLK DOD: Jason Collins</td>
<td>2/5/2015</td>
<td>Ballroom</td>
<td>400</td>
<td>MLK DOD</td>
<td></td>
</tr>
<tr>
<td>Avalanche Hockey Trip</td>
<td>2/12/2015</td>
<td>Pepsi Center</td>
<td>56</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BANFF Film Festival</td>
<td>2/18 - 2/19</td>
<td>Gryphon Theatre</td>
<td>1,600</td>
<td>Gryphon Theatre, Outdoor Program</td>
<td>Great partnership with the Gryphon Theatre, will try to work with them again next year.</td>
</tr>
<tr>
<td>Ntertle</td>
<td>2/25/2015</td>
<td>Gardens</td>
<td>80</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Poetry Slam</td>
<td>3/4/2015</td>
<td>Gardens Lower Level</td>
<td>80</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caught a Ghost</td>
<td>3/25/2015</td>
<td>Ed Aud</td>
<td>200</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HBO Game of Thrones Pre-premiere</td>
<td>3/29/2015</td>
<td>A&amp;S Auditorium</td>
<td>600</td>
<td>HBO College</td>
<td>Volunteers told to arrive too early. HBO wanted the line to be long to create hype, but we felt the prizes given out weren’t worth the long wait.</td>
</tr>
<tr>
<td>UW Stands Up</td>
<td>4/1/2015</td>
<td>Gardens Lower Level</td>
<td>120</td>
<td></td>
<td>Need to limit last minute sign ups as quality really declined at the end and the event dragged on too long. Really cool to see the Gardens Lower Level overflowing with people!</td>
</tr>
<tr>
<td>Nick Vatterott</td>
<td>4/22/2015</td>
<td>Ballroom</td>
<td>100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pianos Become the Teeth /</td>
<td>5/6/2015</td>
<td>Ed Aud</td>
<td>200</td>
<td>Studio WYO</td>
<td>Pianos Become the Teeth cancelled due to car trouble. Found a local band Caged Bird Songs and had them open.</td>
</tr>
<tr>
<td>Gates / Loma Prieta</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Union Fest: Dead Floyd</td>
<td>5/8/2015</td>
<td>Prexy’s Pasture</td>
<td>1,500</td>
<td>Union Fest</td>
<td></td>
</tr>
</tbody>
</table>
Friday Night Fever (FNF)

Mission: Friday Night Fever aims to provide University of Wyoming Students with free, quality entertainment that is diverse in nature, fun, unique and exciting, during prime social times.

Friday Night Fever hosted 26 events throughout the fall and spring semesters of the academic year of 2014-2015. Friday Night Fever had around twelve active volunteers throughout the semester. The volunteers got together almost weekly for dinner at a local diner. While Friday Night Fever did several traditional events, they also tried new events including Murder Mystery Dessert (a Halloween themed murder, mystery program), Negin Farsad (a Muslim comedian who served as the closing event for Martin Luther King Days of Dialogue), and a drastic expansion of Spring Destressers (which saw the budget for the program double and included a DJ, inflatables, and a series of comedians in addition to the traditional aspects). Friday Night Fever collaborated with fifteen different organizations on campus to bring a variety of events.

Special Notes on Performers:

1. Negin Farsad was named to the 2014 GOOD Magazine GOOD 100 list: http://magazine.good.is/projects/the100/profiles/negin-farsad
2. Chrisjones appeared on America’s Got Talent: https://www.youtube.com/watch?v=f9dFLXV9hs0
## FNF 2014-2015 Events:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Attendance</th>
<th>Collaborators</th>
<th>Special Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-Sep</td>
<td>Casino Night</td>
<td>Union LL</td>
<td>850</td>
<td>Fraternity &amp; Sorority Life</td>
<td></td>
</tr>
<tr>
<td>12-Sep</td>
<td>Archery Battle</td>
<td>Fraternity Mall</td>
<td>47</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>19-Sep</td>
<td>Game Night</td>
<td>Union Gardens</td>
<td>100</td>
<td>Alumni Association</td>
<td></td>
</tr>
<tr>
<td>26-Sep</td>
<td>Christopher Carter</td>
<td>Union Ballroom</td>
<td>175</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>3-Oct</td>
<td>Marcus</td>
<td>Union Gardens</td>
<td>100</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>10-Oct</td>
<td>Raneir Pollard</td>
<td>Union Ballroom</td>
<td>100</td>
<td>Rainbow Resource Center</td>
<td></td>
</tr>
<tr>
<td>17-Oct</td>
<td>Bowling at Laramie Lanes</td>
<td>Laramie Lanes</td>
<td>150</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>24-Oct</td>
<td>Kazual</td>
<td>Union Ballroom</td>
<td>100</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>31-Oct</td>
<td>Murder, Mystery, Desert</td>
<td>Union Ballroom</td>
<td>100</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>7-Nov</td>
<td>Bingo Night</td>
<td>Union LL</td>
<td>200</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>14-Nov</td>
<td>Mission IMPROVable</td>
<td>Education Auditorium</td>
<td>100</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>21-Nov</td>
<td>ISA Fair</td>
<td>Union LL</td>
<td>150</td>
<td>International Students Association</td>
<td></td>
</tr>
<tr>
<td>5-Dec</td>
<td>Vinnie Montez</td>
<td>Union LL</td>
<td>100</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>12-Dec</td>
<td>Fall Destressers</td>
<td>Union LL</td>
<td>500</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>30-Jan</td>
<td>Laser Tag</td>
<td>All Points West</td>
<td>170</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>6-Feb</td>
<td>Negin Farsad</td>
<td>Union Ballroom</td>
<td>210</td>
<td>MLK DoD, Black Student Alliance</td>
<td></td>
</tr>
<tr>
<td>13-Feb</td>
<td>Valentine's Day Dance</td>
<td>Union Ballroom</td>
<td>170</td>
<td>Swing Club</td>
<td></td>
</tr>
<tr>
<td>20-Feb</td>
<td>Chris Jones</td>
<td>Union Ballroom</td>
<td>430</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>27-Feb</td>
<td>Googla</td>
<td>Arts &amp; Sciences Aud.</td>
<td>300</td>
<td>Visual &amp; Cultural Arts</td>
<td></td>
</tr>
<tr>
<td>6-Mar</td>
<td>Pink Prom</td>
<td>Union Ballroom</td>
<td>125</td>
<td>Spectrum</td>
<td></td>
</tr>
<tr>
<td>27-Mar</td>
<td>Hunger Games</td>
<td>Union Ballroom</td>
<td>50</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>10-Apr</td>
<td>UW Idol Tryouts</td>
<td>Education Auditorium</td>
<td>100</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>24-Apr</td>
<td>UW Idol 2nd Round &amp; Finals</td>
<td>Arts &amp; Sciences Aud.</td>
<td>200</td>
<td>None</td>
<td>2nd Round &amp; Finals combined due to weather related UW closing on 4/17</td>
</tr>
<tr>
<td>25-Apr</td>
<td>Quadruple Feature</td>
<td></td>
<td>125</td>
<td>None</td>
<td>Changed from Triple Feature to utilize movie from prior week</td>
</tr>
<tr>
<td>2-May</td>
<td>Reed Barrett</td>
<td>Union Gardens</td>
<td>150</td>
<td>None</td>
<td>Moved to Saturday Night due to Iron &amp; Wine concert</td>
</tr>
<tr>
<td>8-May</td>
<td>Spring Destressers</td>
<td>Entire Union</td>
<td>1091</td>
<td>Union</td>
<td>Increased budget and brought in inflatables and comedians in addition to traditional activities</td>
</tr>
</tbody>
</table>

## FNF 2014-2015 Movie Events:

<table>
<thead>
<tr>
<th>Date</th>
<th>Movie/Notes</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-Sep</td>
<td>Captain America: Winter Soldier</td>
<td>450</td>
</tr>
<tr>
<td>12-Sep</td>
<td>22 Jump Street</td>
<td>150</td>
</tr>
<tr>
<td>19-Sep</td>
<td>Maleficent</td>
<td>350</td>
</tr>
<tr>
<td>26-Sep</td>
<td>Million Ways to Die in the West</td>
<td>175</td>
</tr>
<tr>
<td>3-Oct</td>
<td>Expendables 3</td>
<td>70</td>
</tr>
<tr>
<td>10-Oct</td>
<td>Lucy</td>
<td>100</td>
</tr>
<tr>
<td>17-Oct</td>
<td>Tammy</td>
<td>130</td>
</tr>
<tr>
<td>24-Oct</td>
<td>Guardians of the Galaxy</td>
<td>350</td>
</tr>
<tr>
<td>31-Oct</td>
<td>As Above So Below</td>
<td>150</td>
</tr>
<tr>
<td>7-Nov</td>
<td>The Giver</td>
<td>170</td>
</tr>
<tr>
<td>14-Nov</td>
<td>If I Stay</td>
<td>175</td>
</tr>
<tr>
<td>21-Nov</td>
<td>When the Game Stands Tall</td>
<td>125</td>
</tr>
<tr>
<td>5-Dec</td>
<td>Boxtrolls-No Family Room; In Washakie instead</td>
<td>50</td>
</tr>
<tr>
<td>12-Dec</td>
<td>The Judge-No Family Room; In Washakie instead</td>
<td>25</td>
</tr>
<tr>
<td>30-Jan</td>
<td>Big Hero 6</td>
<td>400</td>
</tr>
<tr>
<td>6-Feb</td>
<td>Dear White People; Collab with MLK DoD and Black Student Alliance</td>
<td>210</td>
</tr>
<tr>
<td>13-Feb</td>
<td>Theory of Everything</td>
<td>170</td>
</tr>
<tr>
<td>20-Feb</td>
<td>Horrible Bosses 2</td>
<td>175</td>
</tr>
<tr>
<td>27-Feb</td>
<td>The Hobbit: 5 Armies</td>
<td>150</td>
</tr>
<tr>
<td>6-Mar</td>
<td>Into the Woods</td>
<td>250</td>
</tr>
<tr>
<td>27-Mar</td>
<td>Hunger Games Trilogy</td>
<td>100</td>
</tr>
<tr>
<td>10-Apr</td>
<td>Selma-Collab with Shepard Symp and Black Student Alliance</td>
<td>250</td>
</tr>
<tr>
<td>24-Apr</td>
<td>The Duff</td>
<td>175</td>
</tr>
<tr>
<td>1-May</td>
<td>The Forger</td>
<td>75</td>
</tr>
<tr>
<td>8-May</td>
<td>The Lazarus Effect</td>
<td>250</td>
</tr>
</tbody>
</table>
Concerts & Convocations (C&C)

About: In the spring of 1998, the Concerts and Convocations Committee (C&C) was created to bring in large name entertainers to the University of Wyoming. The committee attempts to deliver diverse acts throughout the academic year, including speakers, musicians, comedians, and other performers.

For the academic year, C&C averaged a volunteer base of about 30 students. Concerts & Convocations hosted four large-scale events this year. The year saw a diverse line-up of acts and some experimentation from the lead student programmer. The fall semester hosted national known comedian/actor Nick Offerman. This show was held during Family Weekend. The show sold out a week prior to the show date. However, the content of the show was not suitable for Family Weekend. We did speak with the agent and several other institutions prior to booking, but for future shows, we plan to advertise such acts as ‘Adult Content’ type warnings and have a stronger vetting process if we program during Family Weekend. The remainder of the semester saw limited availability of the Arts & Sciences Auditorium facility due to “The Nutcracker” performance that happened in December.

Our second show was Trampled By Turtles held in late February. C&C has not featured a bluegrass band in over 10 years and our Lead Programmer wanted to give it another shot. The show featured special guests Elephant Revival which has since been a billing that will perform a sold-out performance at Red Rocks this summer. Tickets sold really well and there were no incidents during the show. The marketing outreach for this show went really well, with partnerships established with downtown businesses and WPM. Our third show of the season featured country artist, Brett Eldredge. Because of his performance at the Wyoming State Fair this coming August, we had to have this show be closed and also held on a Tuesday evening. Both factors had an impact on ticket sales, since it was our lowest grossing show, and country typically
does really well in this market. However, in hindsight considering those factors this show still did really well. Our final show of the year featured Iron & Wine with special guest Gregory Alan Isakov. This show was held the last Friday prior to the last week of class. We booked an acoustic show of the performer cutting back on guarantee and production costs. The lineup was proposed by our lead programmer to the agent, which eventually led to a mini-tour with the artists leading up to our show. Overall, a very successful year for C&C. Our volunteer base continues to grow and the students are more willing to look at bringing diverse artists to the university for the student body to enjoy.

Quotes from volunteers on their participation in C&C:

“My favorite part is being able to see what happens behind the scenes.”

“We get to be a bigger part of the show than just being in the audience.”

“It’s the most fun you will ever have in a club.”

“My favorite thing about C&C is all the friends I have made.”

“You get to have an impact on what goes on in our campus.”

“Joining C&C is one of the best things I could have ever done since I’ve been a student at UW.”

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
<th>Attendance</th>
<th>Collaborators</th>
<th>Special Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nick Offerman</td>
<td>9/19/14</td>
<td>Arts &amp; Sciences Auditorium</td>
<td>1789</td>
<td>None</td>
<td>SOLD OUT!</td>
</tr>
<tr>
<td>Trampled By Turtles &amp; Elephant Revival</td>
<td>2/28/15</td>
<td>Arts &amp; Sciences Auditorium</td>
<td>1543</td>
<td>Downtown businesses, WPM, and Outdoor Programs</td>
<td></td>
</tr>
<tr>
<td>Brett Eldredge</td>
<td>4/14/15</td>
<td>Arts &amp; Sciences Auditorium</td>
<td>1031</td>
<td>SAC</td>
<td>On a Tuesday; closed show</td>
</tr>
<tr>
<td>Iron &amp; Wine &amp; Gregory Alan Isakov</td>
<td>5/1/15</td>
<td>Arts &amp; Sciences Auditorium</td>
<td>1452</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Visual & Cultural Arts

Mission: Visual & Cultural Arts (VCA) programs provide the University of Wyoming and the surrounding community with free cultural and artistic programs. The purpose of VCA is to enhance and cultivate diversity, promote excellence in and embrace art, and make it accessible to the campus community.

Purpose & Goals:

- Provide quality cultural programs that expand the diverse opportunities on campus.
- Embrace visual and cultural arts and make it accessible to the community.
- Provide visual and cultural opportunities that are unique to campus and expand the knowledge of participants.
- Provide students with the ability to meet and interact with individuals that have similar and differing opinions and beliefs on a variety of subjects.

This was the first year of VCA’s existence. VCA’s budget was supplemented in the amount of $6,019.00 from the Wyoming Arts Council (WAC). With those funds, we brought in 3 acts: Brothers of Baladi, Theo Jansen, and Googala. Theo was a replacement for the “Dear World” program, in which the artist backed out of our original offer and refused to reschedule. In addition to the WAC grant, partnerships were developed with the Biodiversity Institute, Wyoming Institute for Humanities Research, and the Student Art League.

VCA 2014-2015 Events:

<table>
<thead>
<tr>
<th>Event:</th>
<th>Date:</th>
<th>Location:</th>
<th>Attendance:</th>
<th>Collaborators:</th>
<th>Special Notes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brothers of the Baladi</td>
<td>9/18/2014</td>
<td>Gardens</td>
<td>50</td>
<td>Wyoming Art Council</td>
<td>WAC Grant #1</td>
</tr>
<tr>
<td>Theo Jansen</td>
<td>11/24/2014</td>
<td>Education Auditorium</td>
<td>200</td>
<td>Biodiversity Institute, Wyoming institute for Humanities Research, Wyoming Art Council</td>
<td>WAC Grant #2</td>
</tr>
<tr>
<td>Googala</td>
<td>2/27/2015</td>
<td>A&amp;S</td>
<td>300</td>
<td>FNF, Wyoming Art Council</td>
<td>WAC Grant #3</td>
</tr>
<tr>
<td>Studio 24</td>
<td>3/7/2015</td>
<td>207 Sout 1st Street</td>
<td>75</td>
<td>Student Art League</td>
<td></td>
</tr>
<tr>
<td>Willie Mandeville Lute Performance</td>
<td>4/2/2015</td>
<td>Buchanan Center Concert Hall</td>
<td>30</td>
<td></td>
<td></td>
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</tbody>
</table>
**Gallery 234**

*Mission:* Embrace art and make it accessible to the campus for the benefit of the community at large. Stimulate appreciation for and advance the knowledge of works of art by providing a resource to exhibit and educate the UW community and its guests.

Gallery 234 had 11 exhibits throughout the school year ranging from photography, to paintings, to interactive art pieces. For example, the “Any Other Way” gallery installation filled Gallery 234 with a visual and scent enhanced experience allowing the participant to be fully involved. In addition, Gallery 234 and VCA hosted artist Jill Annie Margaret on campus providing the UW community with the opportunity to interact with and here the story behind her art project “Hairstory - Herstory”. Overall, Gallery 234 experienced an increase in attendance in the gallery and at the artist receptions. VCA and Gallery 234 plan to increase their campus outreach with the addition of the new marketing intern position; with this additional support, the Lead Student Programmer should be able to utilize marketing techniques such as tabling and hanging posters downtown that were previously unavailable due to time constraints.

**Gallery 234 2014-2015 Events:**

<table>
<thead>
<tr>
<th>Exhibit:</th>
<th>Date:</th>
<th>Exhibit Counter Attendance:</th>
<th>Reception Attendance:</th>
<th>Collaborators:</th>
<th>Special Notes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real Women Real Bodies</td>
<td>9/3/14 - 9/11/14</td>
<td>400</td>
<td>40</td>
<td>RSO: Real Women Real Bodies</td>
<td>Cosmopolitan.com picked up the story. Estimated Attendance as counter was under repair.</td>
</tr>
<tr>
<td>Union 75th Anniversary Event</td>
<td>9/15/14 - 10/23/14</td>
<td>393</td>
<td>100</td>
<td>Wyoming Union</td>
<td>Counter broken for approximately 2 weeks during the exhibit causing attendance tracking to be lower.</td>
</tr>
<tr>
<td>A Westward Flow</td>
<td>10/27/14 - 11/13/14</td>
<td>192</td>
<td>25</td>
<td>Jon Young</td>
<td></td>
</tr>
<tr>
<td>Gender and Identity</td>
<td>11/17/14 - 12/4/14</td>
<td>647</td>
<td>35</td>
<td>Chloe West</td>
<td></td>
</tr>
<tr>
<td>Summer in Turkey 2014</td>
<td>12/8/14 - 12/18/14</td>
<td>572</td>
<td>75</td>
<td>Professor Doug Russell and Students</td>
<td></td>
</tr>
<tr>
<td>Real and Ideal</td>
<td>1/26/15 - 2/5/15</td>
<td>406</td>
<td>25</td>
<td>Chancellor Havlik</td>
<td></td>
</tr>
<tr>
<td>Slices</td>
<td>2/9/15 - 2/19/15</td>
<td>446</td>
<td>15</td>
<td>Hannah Hughes</td>
<td></td>
</tr>
<tr>
<td>Peripheries</td>
<td>2/23/15 - 3/5/15</td>
<td>416</td>
<td>30</td>
<td>Ashley Quick and Holly Wood</td>
<td></td>
</tr>
<tr>
<td>Any Other Way</td>
<td>3/30/15 - 4/2/15</td>
<td>226</td>
<td>20</td>
<td>Zacharia Ajour</td>
<td></td>
</tr>
<tr>
<td>Herstory / Hairstory</td>
<td>4/6/15 - 4/23/15</td>
<td>471</td>
<td>20</td>
<td>Jill Annie Margaret</td>
<td></td>
</tr>
<tr>
<td>Experiencing Ice</td>
<td>4/24/15 - 6/4/15</td>
<td>320</td>
<td>20</td>
<td>Manasseh Franklin</td>
<td></td>
</tr>
</tbody>
</table>
Safe Zone

About: Safe Zone is a training program on campus that provides an open and safe discussion of the gay, lesbian, bisexual, transgender, and queer communities. This training allows for introspection and thought on various aspects of the LGBTQIA community via a discussion about tolerance and acceptance. Safe Zone aims to educate individuals on issues related to the LGBTQIA community and through this, trains participants to become LGBTQIA Allies. Safe Zone at the University of Wyoming offers a variety of training sessions that cover topics from inequalities in the everyday lives of LGBTQIA individuals to healthcare issues specific to members of the LGBTQIA communities.

Safe Zone hosted twenty public trainings throughout the fall and spring semesters of the academic year of 2014-2015. Similar to the Visual and Cultural Arts program, Safe Zone does not have a volunteer base and these trainings were conducted by both the student coordinator and advisor. In addition to the standard trainings, Safe Zone conducted thirteen private sessions for a number of campus partners. Of note, the most challenging request was from the Athletics Department. At the beginning of the spring semester, Safe Zone dedicated an entire day to perform all three standard sessions, a special topic solely developed for Athletics, and then a “Train the Trainer” session for a handful of specially selected staff members. In addition to Athletics, the Rainbow Resource Center and Service, Leadership, and Community Engagement Offices have served as strategic partners and supports for the program. Finally, at the end of the year, a plan was developed for the 2015-2016 AY which will see two major initiatives take precedent: expansion of the program through bringing on 1-2 interns, as well as a development of an online component to accommodate consistent requests that cannot be met by the program in its current format.
Summer Programs

About: During summer session, the Campus Activities Center programs a wide variety of events for students. Activities in the past have ranged from barbecues, lunchtime music "jams" and concerts on Prexy's Pasture, to trips to Waterworld, the Denver Zoo, and Frontier Days.

Summer Programs has 11 bands scheduled for the summer concert series on Wednesdays this summer, kicking off in late May and ending in early August. The concerts are a popular, consistent event that allows us to take advantage of the great weather Laramie sees in the summertime and helps us to engage with the local community. This summer, we kicked it up a notch by providing extras such as Corn Hole game boards and ice cream to further add to the weekly experience. In addition, Summer Programs is taking trips to Elitch Gardens, Rockies vs. Dodgers baseball game, Water World, Cheyenne Frontier Days’ Aerosmith concert, and hosted Frisbee Golf day out in Prexy's Pasture. To increase awareness of Summer Programs, we have built on last year’s Frisbee giveaway and created summer programs themed koozies, sunglass croakies, and hats to giveaway to students; at Union Fest alone Summer Programs was able to giveaway over 400 koozies that display the program logo and concert series information.
### Summer 2015 Events:

<table>
<thead>
<tr>
<th>Date</th>
<th>Name</th>
<th>Attendance</th>
<th>Location</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/27/15</td>
<td>Slow Caves Concert</td>
<td>100</td>
<td>Simpson Plaza</td>
<td></td>
</tr>
<tr>
<td>6/1/15</td>
<td>Rockies Baseball Trip</td>
<td>56</td>
<td>Denver</td>
<td>Slow ticket sales due to release date. Students weren't on campus.</td>
</tr>
<tr>
<td>6/10/15</td>
<td>Wynona Concert</td>
<td>75</td>
<td>Simpson Plaza</td>
<td></td>
</tr>
<tr>
<td>6/17/15</td>
<td>Dauphin Concert</td>
<td>60</td>
<td>Simpson Plaza</td>
<td>Rich With Friends stopped communicating. Booked Dauphin last minute</td>
</tr>
<tr>
<td>6/24/15</td>
<td>Adolescent Behavior Concert</td>
<td>100</td>
<td>Simpson Plaza</td>
<td></td>
</tr>
<tr>
<td>7/8/15</td>
<td>Stella Luce Concert</td>
<td>40</td>
<td>Gardens</td>
<td>Rained out</td>
</tr>
<tr>
<td>7/10/15</td>
<td>Elitch Gardens</td>
<td>60</td>
<td>Denver</td>
<td></td>
</tr>
<tr>
<td>7/15/15</td>
<td>Ian McFeron Band Concert</td>
<td>100</td>
<td>Simpson Plaza</td>
<td></td>
</tr>
<tr>
<td>7/17/15</td>
<td>Frisbee Golf Day</td>
<td>25</td>
<td>Prexy’s Pasture</td>
<td></td>
</tr>
<tr>
<td>7/22/15</td>
<td>Natalie Tate/Anna Morsett Concert</td>
<td>60</td>
<td>Simpson Plaza</td>
<td></td>
</tr>
<tr>
<td>7/22/15</td>
<td>CFD: Aerosmith</td>
<td>60</td>
<td>Cheyenne</td>
<td></td>
</tr>
<tr>
<td>7/29/15</td>
<td>Sky Dyed</td>
<td>60</td>
<td>Simpson Plaza</td>
<td></td>
</tr>
<tr>
<td>8/3/15</td>
<td>Water World</td>
<td>60</td>
<td>Denver</td>
<td></td>
</tr>
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<td>8/5/15</td>
<td>Harriman Exit</td>
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<tr>
<td>8/12/15</td>
<td>Casual Commander</td>
<td>60</td>
<td>Simpson Plaza</td>
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</table>

### Cowboy Check-in Program

This year we officially launched the Cowboy Check-in initiative. Cowboy Check-In is a collaborative effort sponsored and funded by the student program boards of the Campus Activities Center: Friday Night Fever (FNF), Student Activities Council (SAC), Visual & Cultural Arts (VCA), and Concerts & Convocations (C&C). The concept of the program is simple - attend one of our activities, bring your WyoOne Card, and scan or "check-in" to our events with your ID - much like you would do with social media sites such as Facebook or Foursquare.
The program started at our Nick Offerman event on September 19, 2014. The person who attended the most events through the entire year won $500, and a random student won $1,500. Any fee paying student who was currently enrolled in the fall 2014 and spring 2015 semesters were eligible. This year we scanned IDs at 46 events and had over 2,350 opt-in scans during the school year.

The purpose of this program is to provide an incentive to the student body to encourage engagement with outside the classroom activities on a consistent basis (the more times they attend, the greater their chances at the larger prize). Future plans of this program include soliciting occasional assessment data of our events and to expand the ID scanning initiative to our films program, ASUW funded RSO events, and Fraternity/Sorority events that require attendance to be verified.

Registered Student Organizations (RSOs)

About: The University of Wyoming hosts over 240+ Recognized Student Organizations. Groups are categorized by Class Honoraries, Greek, Honoraries, Political, Professional & Departmental, Faith Based, Special Interest, and Sports & Recreation. RSOs are vitally important to provide an outlet for students to engage and succeed outside of the classroom. It is through learning community affiliations that students can experience a sense of belonging and receive support needed for their success. Affiliations can also provide identity anchors and serve as the impetus for practicing communication, critical thinking, leadership, and cultural competency skills.

This year has been one of significant improvement for the CAC when it comes to providing services to RSOs. We continued with the walk-in advising hours throughout the week to make ourselves available to students. Though the service is rarely used, it allows being available to them and will continue. We also continued the Event Planning Sessions with the Union Events Office, Central Scheduling, ASTEC services, Risk Management and ASUW. These sessions were
created in order to help educate students on all the intricacies that go into planning an event. Everything from room setups and reservations, technical profiles, risk management issues, and how to request funding from ASUW was covered. This is a requirement for RSOs requesting funds from ASUW for their events. We continue to meet to assess the effectiveness of the sessions and adjusted the documents last summer.

The office continued to carry out other services it already offers RSOs, including the poster run. The poster run is service offered to RSOs who register events with our office. Our student staff braves the weather and elements on a weekly basis to post flyers all around campus. This year there were 29 poster runs offered to the RSOs. Additionally, the Poster Room allows RSOs an outlet to create advertisements and such for their own needed purpose. This year, RSOs utilized the Poster Room 188 times. To increase availability to RSOs, the CAC also maintains extended office hours on Tuesdays, Wednesdays, and Thursdays for access to poster room, mail room, or for receiving needed assistance from our RSO Graduate Assistant.

Over the course of this academic year, the University Regulation that oversees RSOs changed, including language in the non-discrimination clause, amongst other things. Because of these changes, the CAC has started auditing constitutions and the process will continue through this upcoming year. As of this summer, we’ve approved 47 constitutions, and will complete the project as part of the recognition process in the fall. RSOs continue to submit constitutions during the summer months.

Other new additions to assist RSOs included an equipment checkout process, allowing RSOs to check out video game systems, a karaoke unit, and popcorn or snow-cone machines. This process and service will continue to expand and get refined.

**RSO Support Data:**

**ASUW Funding of RSOs:** ASUW is absolutely instrumental in supporting RSOs both financial and otherwise. The financial support RSOs receive in order to program their own events or attend conferences ultimately enhances their experience outside the classroom. This year 68 different RSOs were funded for their programs and conference registration. Of the $163,672.94 awarded, $150,362.94 was used for programming purposes and $13,310.00 was utilized for conference registrations.

<table>
<thead>
<tr>
<th>Type of RSO:</th>
<th>Funding Amount Awarded:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multicultural</td>
<td>$75,563.92</td>
</tr>
<tr>
<td>Academic</td>
<td>$52,265.00</td>
</tr>
<tr>
<td>Other</td>
<td>$34,199.02</td>
</tr>
<tr>
<td>Greek</td>
<td>$650.00</td>
</tr>
<tr>
<td>Religious</td>
<td>-</td>
</tr>
<tr>
<td>Athletic</td>
<td>$995.00</td>
</tr>
<tr>
<td><strong>Total Funds Awarded:</strong></td>
<td><strong>$163,672.94</strong></td>
</tr>
</tbody>
</table>
**ASTEC Support:** Another unit within ASUW is ASTEC. ASTEC is another instrumental service that is provided to RSOs as an opportunity to enhance the technical profile of events. As long as there is no charge to those attending the RSO (or CAC) event, ASTEC provides their services free of charge.

- Number of RSOs events supported by ASTEC: 425
- Number of RSOs supported by ASTEC: 77

In addition to their support of RSOs ASTEC provides audio/visual support for the majority of the CAC’s programming entities. All events hosted by SAC and FN within the Union or outside are supported by ASTEC services. Additionally, larger scale events in the Education Auditorium or Arts & Sciences are typically supported by ASTEC, Physical Plant, and/or third party vendors. The cost offsets saved by having in-house University production services measure in the thousands of dollars. This year, ASTEC supported 93 events produced by the CAC. The support from ASUW/ASTEC allows the CAC programming boards and RSOs to continue to offer consistent, professionally produced programs. Finally, ASTEC has been instrumental in providing professional development and education concerning the technical aspects that going into programming an event for our lead student programmers and volunteers.

**ASUW General Support:**

In addition to funding RSOs and overseeing ASTEC operations, ASUW assists RSOs in several other ways, including assistance in marketing through digital signage, Branding Iron ads, email listserv and poster designs. This year, ASUW started a brand new asset storage service for RSOs. In both the Union and Knight Hall, ASUW has allocated space for RSOs to secure storage space to store “their own materials and items, as well as materials and items purchased through the funds distributed by the ASUW Student Government to fund RSO events.”

**RSO Accomplishments:**

We’d be remiss if we didn’t highlight two RSOs who received national attention this year. The first recognition came from a recently formed organization, Real Women, Real Bodies (RWRB). The purpose of RWRB is to promote healthy and positive body image. They promote positive body image through various campaigns. In September 2014, they hosted an exhibit in Gallery 234 and it was picked up by Cosmopolitan online as well as the Huffington Post.

The second group, Cowboy Country Swing Club (CCSC) is the largest RSO on campus, and it came as no surprise that they held one of the largest events on campus this year, in an attempt to break the world record for the largest swing dance.
The event was held at the end of April at the Fieldhouse. They officially made the Guinness Book of World records with 1,184 dancers, which exceeded the previous record of 756.

**RSO Recognition and Collegiate Link Data:**

This year 243 groups were officially recognized by the Campus Activities Center on behalf of the institution. 216 groups sought re-recognition. This year saw the first year of the CAC doing a more comprehensive program in facilitating new groups to form on campus. Students wishing to start a new group must complete an interest form online with a short description of their potential group. Once this is received by our office, we cross-reference to make sure the group is not a duplication of effort or a previously archived group. Once that is determined, they are assigned to a specific staff member or our Graduate Assistant for the duration of the process. They are expected to meet with the staff member for approximately an hour to go over the process, highlights in the RSO handbook, discuss their constitution, etc. During this time, they are recognized on a probationary basis for 2 months (this will be shortened to 1 month effective next year) which allows them certain privileges to complete the process. If they don’t complete the requirements in that time frame, they have to start the process over. This has expedited the process significantly and we have received a lot of positive feedback from students about this new process.

Our new recognition process is rolling for new groups, in that they can form any time during the year, sans the summer time while we prep materials for the fall and this previous year the first couple of weeks of school during the re-recognition process (this will change this coming year). We spoke with 41 total groups that were interested in forming, and 27 completed all the necessary steps to become officially recognized, and 14 didn’t complete the required process.

**Orientations & Event Planning Session Data:**

<table>
<thead>
<tr>
<th></th>
<th>RSO Orientations</th>
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<th>New RSO Sessions</th>
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<tbody>
<tr>
<td></td>
<td>Renewing Sessions</td>
<td>Attendance</td>
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<td>Attendance</td>
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<td><strong>Fall 2014</strong></td>
<td>10</td>
<td>429</td>
<td>26</td>
<td>30</td>
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<tr>
<td><strong>Spring 2015</strong></td>
<td>3</td>
<td>10</td>
<td>12</td>
<td>13</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>13</td>
<td>439</td>
<td>38</td>
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<table>
<thead>
<tr>
<th></th>
<th>RSO Event Planning Sessions</th>
<th>Attendance</th>
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</thead>
<tbody>
<tr>
<td><strong>Fall 2014</strong></td>
<td>7</td>
<td>166</td>
</tr>
<tr>
<td><strong>Spring 2015</strong></td>
<td>4</td>
<td>27</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>11</td>
<td>193</td>
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</table>
RSO Events Registered with CAC (via Collegiate Link):

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of RSO Events Registered</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>FY15</td>
<td>340</td>
<td>n/a</td>
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<tr>
<td>FY14</td>
<td>251</td>
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</tr>
<tr>
<td>FY13</td>
<td>221</td>
<td>n/a</td>
</tr>
<tr>
<td>FY12</td>
<td>304</td>
<td>n/a</td>
</tr>
</tbody>
</table>

RSO Club & Org Fair: The RSO Club & Org Fair was held on Wednesday, September 10th. Over 70 RSOs participated, and 80 boxes of pizza were given out to hundreds of students for the event.

RSO Awards Banquet: This year’s annual RSO Awards Banquet was held on Monday, April 20, 2015 in the Union Ballroom. This year, over 130 students and advisors attended the RSO Awards Banquet. Picnic themed foods were provided to those attending. This year the CAC improved the program by creating a PowerPoint visual presentation of pictures, etc. highlighting RSOs and their achievements, working out a script for the presenters, and involving the ASUW Finance Associate Director in presentation as well as our Graduate Assistant. Instead of arbitrarily picking groups from our office, we solicited a nomination process from the RSOs themselves. While the process saw a few problems (i.e. lack of nominations received from groups), we plan on tweaking the process and instilling its importance in the RSO Handbook, at our RSO Symposium, etc. We also created an online presence to document the award process and winners, which should also help us in the future to make this event even more successful in the years to come.

RSO Award Winners:

Vice President for Student Affairs 2015 Outstanding RSO ($500): Real Women, Real Bodies
RSO Community Service Award ($250): Abilities
RSO Teamwork Award ($250): Wyoming Honors Organization
Outstanding RSO Advisor Award ($50 UW Bookstore gift card): Trivio Fodder, American Indian Studies Alliance
Best New RSO ($75 Papa John’s gift card): Black Tie Affair
Honorary RSO ($50 Papa John’s gift card): Environmental and Natural Resources Club, Sustainability Club, International
Office Operations

About: The CAC prides itself on the atmosphere it provides to welcome students into its space. The space is decked out with funky wall decorations, event posters, and a sound system with the intent to provide an atmosphere unlike any other on campus – and it succeeds.

The CAC worked diligently to improve its professional development opportunities with its lead student programmers and student staff. Prior to the academic year starting, the CAC, SLCE and the marketing officer held a retreat held in Steamboat Spring, CO. This helped to solidify some relationships among both the staff and students, and helped to foster communication amongst the students in different areas. Students also attended the mandatory training held by the Union to increase their knowledge base about other services we offer and how to handle emergency situations if they were to arise. Additional sessions for resume writing, Safe Zone, and AED training were also attended by CAC student staff members.

The office also continued what we aptly called "Skype Sessions", in which the lead student programmers and other student staff got the opportunity to meet virtually with young professionals who are familiar with what the office and students do. The professionals involved with the series were all involved outside the classroom in their college career so the idea was to allow them a platform to enforce how involvement helped to get them to where they are today in their career. This year the series featured the following individuals:

- Ryan Hug, Tour Manager, Cherub
- Heather White, Event Sales & Services Manager, Tennessee Performing Arts Center
- Virginia Faddy, National Academy of Recording Arts & Sciences/GRAMMYs

In addition to the services and assistance offered to RSOs, the CAC student desk assisted over 1,000 customers via phone or in-person, and receives a consistent amount of e-mails on a daily basis. Seeing that the CAC maintains a busy weekly programmatic schedule and the direct advisors for certain program boards often work late on a typical Wednesday or Friday night, an active effort was given to switch event shifts with each administrative staff member to combat the burnout that can often happen in our industry. This proved successful and assisted in the betterment of the work/life balance among the CAC staff members.
Website development continued to grow this year. We recently launched a new page design, in conjunction with the Union home page. Additional pages were created to explain the Cowboy Check-in program; RSO Awards of Excellence page; a marketing services page to have a more comprehensive amount of data compiled for RSOs was created as well as our learning outcomes pages. The pages housed under the CAC continue to be a huge traffic draw for the Union website (see Wyoming Union Marketing report for documentation).

Staff Outreach & Professional Development

Jennifer Kirk, Assistant Director

Other: RSS feed of entertainment and higher education blogs/news sources read daily; reading ACUI, NACA and Pollstar publications.

Jake Ostrow, Program Advisor

Committee Participation: Homecoming, MLK DOD, and Union Fest
Professional development opportunities: New employee orientation, diversity training, sexual harassment training, WESTAF grant webinar, Collegiate Link webinars, UW IT website training, Student Affairs PDS, and ACUI webinars.
Conferences Attended: NACA Northern Plains Regional Conference, Grant Writing and Grant Management workshops
Other: Reads ACUI, NACA and Pollstar publications
Rob Essaf, Program Advisor

Committee Participation: Union Fest, Big Event, Union 75th Anniversary, STOP Violence Pilot Grant Committee, Family Weekend, Queer Resource Council, A-Team, Union Student Employee Orientation, ACUI Region 4 Conference Planning Team
Professional development opportunities: Collegiate Link webinars, UW IT website training, Campus Pride webinars, Student Affairs PDS, and ACUI webinars.
Conferences Attended: 2014 ACUI Region 4 Conference, 2015 ACUI Region 4 Conference Site Visit, WCADVSA: Sexual Assault Summit XIV, Student Organization Institute
Presentation: ACUI Region 4 conference; Safe Zone sessions
Other: Reads ACUI, NACA and Pollstar publications

Student Professional Development

Lisa Zirbel, Visual & Cultural Arts Programmer & Gallery 234 Coordinator
Lisa attended a grant writing/management course this past year.

Mahin Sandoval-Chavez, Friday Night Fever Programmer
Mahin led an Alternative Spring break to Los Angeles this past year and is doing an internship with the Resource Centers on campus. She also attended the Women’s Leadership Conference in Washington D.C. this June. Was a nominee for the Outstanding Student Contribution for the Student Affairs Recognition Awards program.

Maddy Graham, C&C Programmer
Maddy lead an Alternative Spring break to Utah this year. Was a nominee for the Outstanding Student Contribution for the Student Affairs Recognition Awards program.

Jordan Jungck, SAC/Summer Programmer
Jordan attended the NACA Northern Plains Regional Conference and will attend the upcoming iLead program in July 2015. Jordan also worked as an Apartment Living Assistant (ALA) this year.

Carly Demple, Safe Zone Coordinator
Carly will be attending Camp Pride this summer and is doing an internship with the Resource Centers on campus. She also attended the Women’s Leadership Conference in Washington D.C. this June. Additionally, Carly served as a Co-Chair for the Rainbow Leadership Series (RLS) in conjunction with the Service Leadership and Community Engagement Office and Rainbow Resource Center. For her work throughout the year, she was recognized with the RLS Most Notable Student Advocate Award.
CAC Challenges

Though the CAC saw many successes this year, we faced a few challenges along the way – some that we as a unit will overcome, others that require different approaches, and others that would need administrative and university support.

The 2014-2015 challenges for the Campus Activities Center are categorized into the following areas:

Programming Boards (SAC, FNF, C&C, Summer Programs)
Gallery 234
Registered Student Organizations (RSOs)
Office Operations & Staffing Changes

Programming Boards (SAC, FNF, C&C, Summer Programs)

Overall, the main issue with the program board entities was recruitment of new volunteers. We’ve consistently had good leadership from our groups, but there has been a significant lack of interest, specifically in the FNF and SAC volunteer groups. Our volunteers we have are very loyal, and often stay with us from joining until graduation, but our inability to encourage new volunteers to join our groups has had a significant impact on our ability to properly do events (i.e. issues with students being able to help at specific times, etc.). In an effort to combat this issue, we have bumped up our recruitment efforts and kept our meeting times at the same time for the upcoming year to advertise at orientation programs and beyond. These efforts will continue in the fall. Additionally, it should be noted that we believe FNF attendance numbers over the past years have been overinflated; we are trying to more accurately reflect the attendance through spot counts. We also think FNF is seeing a bit of a decline, regardless – attracting those who can’t drink or aren’t interested in consuming alcohol, which isn’t our only target market. We’re re-assessing the effectiveness of the purpose of the FNF program and plan on implementing changes in the 2016-2017 academic year (see strategic plan for partial explanation).

While the funding for the program boards is strong for the CAC when compared to other institutions across the country, and we actually saw our first increase in funding in 10 years, there is consistently a struggle to do more with less across the nation in higher education. However, what sets the University of Wyoming apart when compared to these institutions are the markets in which these institutions are located. Because we are located in a rural, tertiary market, we as a community see a lack of diverse, educational, and culturally significant performers and entertainers that come through our town. The CAC has the responsibility and opportunity of providing this outlet to both the student and local populations, having the ability to offer these types of programs to both the students and community helps to enhance the overall culture of both Laramie and the University of Wyoming. The caliber of entertainers, specifically for Concerts & Convocations, has seen a decline over the last 10 years. If C&C is expected to continue to bring high caliber performers, lectures, or comedians, or FNF/SAC is expected to consistently provide high-caliber smaller programs for the student population our funding should continue to be examined. We as a unit need to consistently seek to improve our effectiveness with our current budget to provide these higher caliber programs and services and document missed opportunities.

The final issue the programming boards faced was the limited access to venues and the availability of space for specific programming purposes. As with any institution, space is always an issue for offices, classrooms, and event space. Specific to the program boards however – we face regular issues of allowing proper access for setup of events or miss opportunities when entertainers could be routed through Laramie for a program at the university at a discounted price.
If consistent programming is to be expected from the CAC, the program boards need additional access time to current venues or new spaces that are more flexible or suitable for different types of programs. Our FNF movie series program continues to be successful; however the Family Room (when we have access to the space) as a venue is unsuitable as a movie theater type atmosphere – the seats are uncomfortable, not tiered like a theater and the audio/visual system is not movie theater caliber. With the consistent improvements in the realm technology, we’ve got the ability to create a space that could create a true theater experience on a somewhat restricted budget. While theater/ballroom venue spaces on campus are suitable to our needs for the most part – we face the challenge of lack of electricity in the Ballroom and fixed seats in both A&S and Ed Aud. In some instances, the times we are allowed in these spaces does not often allow ASTEC, Physical Plant, or an outsourced production company enough time to properly prepare for a program. Finally, the availability of these venues for our purposes continues to decline. In our industry, we need to be allowed to put several holds on spaces in order to be flexible with the entertainers/presenters we bring to campus; with the demand for space at UW we are often not allowed these opportunities. We’ve also run into issues with our timelines. Outside of the Union, the spaces we utilize are considered academic in nature. Our timelines when advancing with artists for sound checks or system checks are often skewed because our hands are tied with classes taking place. We received a complaint this year with the Brett Eldredge show, and will continue to face this issue anytime we do an event in A&S or Ed Aud that is not on a weekend. We will continue to seek other opportunities and communicate with the respective academic units to be respectful of their space and our access to said space. Research was done on the possibility of opening up a venue managed by the CAC, and other institutions have proven this model successful (see: Appalachian State University, Florida State and Iowa State for examples).

**Gallery 234**

While the actual setup of the Gallery is great for artists, the physical location of Gallery 234 directly impacts the traffic flow of the facility. A lot of visitors to the Wyoming Union do not often venture to the lower level of the facility and as a result the traffic flow into this space is minimal. It does have a great location on the lower level (being at the bottom grand staircase), however the Gallery space would be much more visible in a location on the main level where traffic is naturally created from the bookstore, food court, CJs and the breezeway tables.

**Registered Student Organizations**

After the issue with the registration process 2 years ago, the CAC took significant steps to improve this process. Complaints were minimal this year, as seen with the amount of RSOs we processed this year. We are still seeing issues with roster management, but we are currently testing different methods to combat this issue.

We continue to have issues with effective communication with RSOs. There was an update to the listerv we utilize within Collegiate Link, in that we can make it look more professional; however, we do not have the ability to gather data on click-thru or open rates. We are hopeful that our new RSO Symposium in FY16 will be another method to combat this, but we are still seeking other avenues to improve our outreach.

We tried to do a leadership series in conjunction with SLCE, unfortunately, the attendance lacked significantly the first semester so we opted to cancel the rest of the series.

The final challenge RSOs faced this year was the access to space on campus. There are a few RSOs whose population or purpose requires larger type event spaces for their regular weekly meetings. Again, there is rationalization for the CAC to manage its own space to accommodate programs sponsored by the CAC and RSOs specifically. With the removal of a Union meeting room space to create the Union Marketing office, we see an additional crunch on the amount of RSOs...
the Union is able to accommodate for normal meetings and the space was typically used as our green room for our entertainers, we've had to tweak that process significantly to accommodate our artists.

**Office Operations & Staff Changes**

The CAC continued to see staffing changes over the past year. One Program Advisor left in October 2014, and the position was filled in January 2015. Our Office Assistant, Senior left in May 2015. This position should be filled over the summer months.

Turnover has been significant in the CAC. Since the Assistant Director started 2 years ago, 3 positions have had to be filled 5 times. It would be worth looking at the positions for an increase in title/pay to try and recruit new employees who will be more stable in their positions as the turnover also impacts our student leaders significantly.

**CAC Assessment**

This year, the CAC took a few opportunities to assess its effectiveness in various ways and explore different avenues of ways to enhance its current offerings or add more services to offer the program boards or RSOs. The following assessments were done this year:

- SWOT Analysis with Lead Student Programmers – this was completed as a brainstorming session with the lead student programmers between the fall and spring semesters.
- Establishing learning outcomes for RSOs. In addition to learning outcomes for student activities, we researched and established learning outcomes for RSO leaders and members. In the coming year, we will be assessing said learning outcomes and will report out on those next year.

The SWOT Analysis and learning outcomes can be found in the appendix.

**CAC Collaborations**

Being a hub of activity on campus, it only makes sense that the CAC seeks out and fosters collaborations both with university entities and within the Wyoming community. This past year, the CAC partnered with the following groups (in no particular order):

Cowboy Connect
Cowboy Kickoff
President’s Office
Pete’s Game Room
Outdoor Program
Gryphon Theatre
Athletics
SLCE
Alumni Association
MLK DOD
Black Student Alliance
Wyoming Arts Council
Shepard Symposium
CAC Goals & Five Year Plan

Goals & Priorities for Current Year with Status Updates (2014-2015)

- **Goal 1: Brand and increase awareness of new programming entity, Visual & Cultural Arts**
  - Work with Union Marketing and CAC Student Marketing Coordinator to enhance brand of newly established program.
  - Create marketing materials for distribution and within Gallery 234.
  - Outreach with the art department and other relevant entities.
  - **Status: Completed and continue efforts**

- **Goal 2: Launch ID Scanning initiative**
  - Work with IT and Collegiate Link staff to launch ID scanning programs at all program board events.
  - Use non-evasive approach in seeking out data of attendance at programs.
  - Work with Union Marketing and CAC Student Marketing Coordinator to create a branding for this program. As of now, it is tentatively titled “Cowboy Check In”.
  - **Status: Completed and to continue; also look for ways to expand**

- **Goal 3: Further enhance RSO services and documents**
  - Continue to work on the items in progress and seek other potential services or documents to add on as necessary.
  - Expand advising hours
  - Offer graphic design service with the Union Marketing unit
  - Improve equipment checkout procedure
  - **Status: Completed**

- **Goal 4: Improve relationships with RSO advisors**
  - Update and publicize newly created Advisor handbook.
Host Advisor Open House/Meet Greet CAC at beginning of year.
Host Advisor brown bag luncheon round table/development program.
If budget allows, host advisor appreciation breakfast week prior to RSO Awards Banquet.

Status: Completed and continue efforts

Goal 5: Mass overhaul RSO Handbook and supporting documents
Incorporate/remove items determined from research other institutions and Student Organization Institute attendance.

Status: Completed and continue to update as necessary

Goal 6: Launch Leadership Workshop Series with SLCE
Cater RSO leaders
Schedule as consistent event
Look for other potential partners on campus

Status: Failed - see issues faced in challenges section of this document

Goal 7: Improve training programs CAC student employees
Develop comprehensive training manuals each position.
Incorporate more comprehensive training other Union entities (go over Union Emergency Action Plan, Union Handbook, etc.)
When appropriate necessary require attendance for retreats training sessions

Status: Completed, but more content needs developed - moving to 2015-16 as goal

Goal 8: Successfully transition Safe Zone into CAC unit
Work consult SLCE office employees as necessary

Status: Completed

Goals & Priorities for the Upcoming Year (2015-2016)

Goal 1: Create new budgeting sheets for students staff use
Meet Business Manager discuss different options
Implement new methods to better report projections Union Director students
Communicate with all parties as necessary

Goal 2: Improve training programs CAC student employees
Continued from last year - see notes above

Goal 3: Plan/implement RSO Symposium/Leadership event
Create half day event offer workshops/classes impact RSO student leaders
Make mandatory part recognition process
Work with other invested parties

Goal 4: Transition all programming boards centralized board
Benchmark against other institutions
Implement plan as early as possible
Create marketing campaign around change
Assess effectiveness specific programs redesign necessary
Determine process implementation, budget allocations programmatic calendar

Goal 5: Audit all RSO constitutions
In conjunction with updated non-discrimination clause
Project started in spring 2015 and completed in conjunction RSO registration process
• **Goal 6: Implement assessment plan**
  o Assess student activity events through survey solicitation of Cowboy Check-In program
  o Assess RSO learning outcomes through symposium, membership, and RSO collective
  o Established learning outcomes in conjunction with the Student Affairs strategic plan
  o Present findings to Union Director

**CAC Five Year Plan (2015-2020)**

• **Assess program board structures**
  o Benchmark against other Universities
  o Solicit feedback from students and staff
  o If decision is made to transition to a new model, create a transition plan
  o Status update: goal set for this year

• **Seek increased financial support for program boards and RSO support as funding has not increased in several years**
  o Pull and research information on natural inflationary cost increases for procuring entertainment for college markets
  o Provide information to student leaders, ASUW, and other interested parties
  o Seek other financial cost offset opportunities and partnerships
  o Status update: budget increase occurred in 2014-15 year for program boards; continue to maintain research

• **Explore options and implement Leadership Retreat for on-campus student leaders; specifically RSO leaders**
  o Research successes and failures of other institutions
  o Explore options to make the retreat a possible requirement for RSO recognition
  o Discuss with ASUW/SLCE as potential partnership opportunities
  o Status update: goal set for this year as RSO Symposium; will continue to seek other avenues for other possibilities and assess effectiveness of Symposium event.

• **Expand ID scanning project**
  o Approach ASUW about having RSOs utilize at ASUW funded RSO programs
  o Approach Fraternity & Sorority Life about utilizing for recruitment or for social gathering attendance reporting.
  o Status update: discussions have occurred; will continue to solicit conversations and support from respective areas.

• **Expand Safe Zone Program**
  o After a successful transition, seek opportunities to enhance/expand Safe Zone.
  o Research other Safe Zone programs
  o Status update: CSU visit; will continue to research and build upon current program

• **Research and benchmark against other Universities for programming space allocations**
  o Find other institutions with new and different programming specific spaces
  o Visit institutions as time and budget allows
  o Present information to supervisor and interested parties
  o Status update: some research occurred and suggestions were made in conjunction with the alcohol programming sub-committee
• Explore other ways to utilize Collegiate Link or research different student organization management software
  o Consult and seek advice/input from Student Organization Institute attendees
  o Attend any demos/training sessions offered by Campus Labs and competitors
  o Do online research
  o Consult with Collegiate Link and ensure staff has a full grasp on the software capabilities
  o Status update: planned conversations with ASUW to look at Collegiate Link and their competitors.

• Begin audit program of RSO constitutions updating constitutions of different organizations types each year
  o Set schedule, divide into groups, and audit constitutions of different RSOs on a regular basis
  o Status update: because of a change in the RSO regulation that oversees RSOs, the CAC is currently auditing all RSO constitutions. A complete audit should be completed in Fall 2015.

• NEW: Create centralized online location for all involvement opportunities for students
  o Look to utilize Collegiate Link or similar programs
  o Have conversations with involved parties – Intramural and Club Sports, ASUW, Fraternity and Sorority Life, RLDS groups, etc.
  o Brand and market in conjunction with Cowboy Connect or similar program and market to upper classmen as well.
  o Status update: In progress

Thank you for a great year from the Campus Activities Center!
Appendix 1: Campus Activity Center SWOT

Fall 2014

VCA/Gallery 234

Strengths

- Good Quality exhibitions this year
- Lots of publicity early on with Real Women Real Bodies
- Greater connection to art department
- Better reputation of facilities
  - well maintained walls and good discourse with Scott
- Great audience support and appreciation
- Appeals to both academic discourse and entertainment

Weaknesses

- Timing conflicts with other events
  - Concerts during music classes etc.
- Low attendance at events and receptions
- A lot of issues stemming from artists failing to communicate
- Not enough ground work done before shows
- Difficult to reach interested parties with marketing

Opportunities

- Greater student awareness
- Greater connection to local community
- Pushing the envelope and art discourse with controversial shows like Chloe West’s
- Appealing to more interdisciplinary interests while still maintaining quality
- Bringing in more “big name” artists for lectures
- Getting more traffic to the revamped website

Threats

- Few people know this program exists
- Location of gallery is not in a high traffic area
- Enormous reliance on artists
- Events that cater to an unreasonably specific, small audience

SAC

Strengths

- Diverse range of events. Don’t get stuck in a rut.
- Volunteers work hard at events. Committed to each other.
- Volunteers good at brainstorming. Giving input about events.
• Good ticket sales.
• Have plenty of time to advertise ahead of events.
• Events attract diverse audience. Students/faculty/community.

Weaknesses

• Static group of volunteers. Not enough new blood.
• Low attendance at meetings. Might need a new meeting time.
• Low volunteer attendance at events. Volunteers leave early for homework/studying.
• Not enough volunteers to:
  o Utilize breezeway
  o Host larger events
  o Represent student body
• Hardly any feedback on social media
• SAC has low visibility among other university sponsored organizations.
  o Low brand recognition.
• Lack of consistency in programming might confuse people as to what SAC does.

Opportunities

• Can do events any day of the week. Any time of day.
• A lot of locations to utilize.
• Can partner with RSOs and different university functions.
  o Helps raise money and bring in crowds

Threats

• Schoolwork – Prevents people from attending events.
• Cowboy. Takes away student attendance on Wednesdays.
• No Parking in the Union lot after 5pm. Might discourage people from attending.

Marketing

Strengths

• Social media (increased followers for Twitter & Facebook)
• Social media scheduling
• Work directly with interns & graphic designers (being in the same office)
• Texting
• C&C Marketing
• Marketing Requests
• Poster design & effectiveness
• Dry erase boards
• Photography at all events
• Table tents
• News coverage from Institutional Marketing
- RSO recognition
- Communication between staff
- Website
- Social media
- Work directly with graphic designers
- Texting program
- Branding
- Dry erase boards
- Posters
- Table tents
- Audience interaction at events

Weaknesses

- Volunteer engagement
- Logo overload
- Lack of brand recognition
- Tabling
- Relying on social media
- Preparing marketing far in advance for each event
- Lack of collaboration between programming boards
- Bulletin boards – how effective are the chosen locations?
- Relying on programming boards for budget
- Bulletin boards
- Need to ask for more student input in programming- quality and quantity of volunteers
- Presence on campus
- Research
- Survey at events
- Lack of volunteer engagement
- Guerilla marketing: out of the box, attention grabbing ideas
- C&C promotions
- Advertising-For all events by all programming boards
- Website
- “CAC” brand

Opportunities

- Time and radius of marketing efforts
- Tabling at other locations: COE, classroom building, simpson plaza, skylight lounge, Washakie, in front of Rendezvous
- Partnerships with RSOs, Greek Life, ASUW, Athletics, university store
- Research new social media
- Instagram
- Website awareness and usage – directing users to it more
• Marketing campaigns – brainstorming/marketing committee
• Emphasize brand recognition
• Recruiting monthly
• Outdoor marketing
• Focus groups and peer feedback
• On-campus and off-campus dining location partnerships
• Partnering with SLCE
• Using features in texting program
• Bus ads
• Business building digital signs
• In house photographer
• CAC ONLY newsletter
• Monthly giveaways, attention grabbing marketing – reengaging students
• Creating more videos of events/ promo videos
• Research other programming boards marketing techniques around the country
• Time and radius of marketing efforts
• Working with other departments such as ResLife, FA, Coe, COB, CR, Ross Hall Café, and Washakie

Social media
• Interns and full time marketing position
• Branding Iron coverage
• Focus groups and surveys
• “Get Involved” buttons
• Flash drives -> work with Admissions?
• Working with Greek Life, other RSOs, ASUW, Athletics
• Table tents in Washakie
• Recruitment events
• Partner with Dining Services on a mug
• Student take surveys on iPods
• QR codes
• Turtle rock, Grounds, Coal Creek
• Ads in busses
• Free giveaways at midterms
• Outreach to other RSOs
• In house photography

Threats
• Lack of volunteers
• Too many events each week
• Lack of appeal - uninviting
• Student body perception of CAC
• Not reaching out to the appropriate audience
• Lack of external support (ASUW, RSOs, etc.)
- Departments not wanting to work together
- Being seen as a programming board for freshman and on-campus students
- Rules
- Rebranding in the wrong way
- Timeliness
- Too many of the same type of program in the same month/semester

**Friday Night Fever**

**Strengths**
- Dedicated Members
- Predictable/Reliable
- Well known
- Allows vast amounts of diversity
- Allows for Co-Sponsoring
- Provides ‘safe space for students’

**Weaknesses**
- Small group of members
- Alcohol-free programming
- Beginning of the weekend

**Opportunities**
- Partnerships
- Variety
- Interactive events
- Outreach

**Threats**
- Weather
- Venue availability
- Budget fluctuations
- Bar scene and other town events that have drinking

**Concerts & Convocations**

**Strengths**
- Marketing: Marketing log for volunteers
- Innovative marketing techniques (stamping coasters)
- Plenty of time to plan for Spring
- Good core group of volunteers
- Many new volunteers who are excited about what we do
- Production packets for volunteers allow events to run smoothly
Weaknesses

- Ticket expectations
- Budget, seems like a lot, but artists having increased their prices, and we haven’t increased our budget
- Have to charge students for events
- It is very difficult to cater to all of the students tastes

Opportunities

- Rising acts
- Routing
- Marketing efforts

Threats

- Limited dates to work with
- Competing events
- Weather

Safe Zone

Strengths

- Safe Zone Webpage: Description of the program and trainings are offered, all links are updated, connection to the Rainbow Leadership Series
- Connection and communication with Athletics department
- Connection and communication with Education department
- Session include in-depth discussions and learning for participants
- Participation with the Queer Resource Council, ability to connect with various LGBTQ related groups on campus
- Ability to work with those who need or want training at a different time or with a different format
- Trainings are continuously updated
- Incentives for those who complete the ally training (placard)

Weaknesses

- 2 person team- cannot make it to every training
- Attendance is usually between 3-5 people
- Marketing- Lack of recognition
- Lack of statistics or other forms of evidence in presentations that may help people understand the material
- Lack of packet(s) or folders for participants that covers all sessions- this would help them retain the information and give them a reference

Opportunities

- Outreach efforts- This can include many departments like psychology, social work, ASUW, etc.
- Promotional material- some sort of hand out for advertising
- Create a manual or packet for participants that covers all sessions
• Create pamphlets to go with the pins, stickers, and magnets- Include information about what it means to display the symbol, etc.
• Create an online training program
• List of statewide resources on our webpage
• List of visible allies on campus
• Volunteer- help with trainings, marketing, and outreach
• Potential marketing intern

Threats

• Lack of recognition
• No regular surveys of participants (beginning and ending surveys)
• Inability to give all trainings without volunteers
Appendix 2: Learning Outcomes of Campus Activities & Student Organizations

Student Organization (RSO) Participation Learning Outcomes

Learning Outcomes, Members:

Develop and demonstrate personal accountability
Build leadership skills
Identify personal values and beliefs, and understand how they influence decision making
Develop both ethically and morally
Demonstrate values of trust, honesty, kindness, and fairness
Recognize one’s own identity
Recognize opportunities to share resources and ideas
Work positively and cooperatively with others
Contribute to group’s goals and achievements
Establish mutually trustworthy and rewarding relationships, with students, faculty and staff
Create networks
Listen and reflect upon others points of view

Learning Outcomes, Groups Leaders:

Demonstrate active community involvement
Engage in meaningful discussion and dialogue regarding funding priorities, initiatives, programs, and membership
Demonstrate understanding of skills necessary to manage groups, including meeting management, member recruitment, and retention
Demonstrate effecting documentation keeping skills
Show effective communication skills
Display reasoned, flexible and a collaborative approach to leadership
Learn budgeting skills
Understand and practice steps of effective event planning, scheduling, logistics, event programming, implementation, promotion, execution, evaluation, etc.
Work positively and cooperatively with others
Contribute to group’s goals and achievements
Implement appropriate risk management strategies
Establish mutually trustworthy and rewarding relationships, with students, faculty and staff
Listen and reflect upon others points of view
Create networks

Learning Outcomes, Attendees of Student Activities:

As a result of attending campus activities, students will enhance their feeling of engagement, belonging, and loyalty.

As a result of attending campus activities, students will be exposed to programs/events that illustrate opinions and beliefs differing from their own.

As a result of attending campus activities, students will be exposed to programs/events that are not possible to attend in the local community.
As a result of attending campus activities, students will have the ability to meet and interact with individuals that have similar and differing opinions and beliefs on a variety of subjects.

**Learning Outcomes, Leadership of Student Activities:**

**Communication and Collaboration**

As a result of serving in organization leadership positions, students will learn to correspond professionally with others.

**Self-Management and Appraisal**

As a result of serving in organization leadership positions, students will learn to generate and assess project goals; reflect on overall outcomes at completion of projects.

As a result of serving in organizational leadership positions, students will learn to reflect on and provide analysis of personal development and learning.

As a result of serving in organization leadership positions, students will learn to articulate and reflect strengths and weaknesses on personal skills and abilities.

As a result of serving in organization leadership positions, students will learn to maintain personal health and wellness in potentially stressful environments.

**Leadership**

As a result of serving in organization leadership positions, students will learn to effectively lead volunteers and delegate responsibility.

**Event/Program Management**

As a result of serving in organization leadership positions, students will learn to identify and plan all aspects of an event/program.

As a result of serving in organization leadership positions, students will learn to develop, implement, monitor, and make adjustments to budgets based on program needs.

**Civic Engagement/Responsibility**

As a result of serving in organization leadership positions, students will learn to develop a diverse range of programs/events for a variety of students and community members that support community and social development.
Appendix 3: RSO Awards Nomination Packet

RSO AWARDS OF EXCELLENCE NOMINATIONS

Another exciting year at the University of Wyoming is winding down, and it has been a great year for all the RSOs on campus! Conferences, concerts, festivals, service days, we’ve seen it all! Now is the time to nominate the RSOs and individuals who have gone above and beyond the call of duty in bringing quality events and services to the UW campus. For the 2014-2015 year, we will be presenting awards in the following categories: Outstanding RSO, Best New RSO, Community Service, Best Advisor, and Teamwork. And this year we need your help!

The Campus Activities Center will be accepting nominations in each category, and the open nomination period will close on March 31, 2015. Nomination packets should be returned to Willie Mandeville in the Campus Activities Center (Union 012) or emailed to cac@uwyo.edu. Please use this packet and follow the directions below to choose your nominees and do your part in recognizing RSO excellence in campus and community involvement. For any questions, email cac@uwyo.edu or rsohelp@uwyo.edu.

DIRECTIONS:

Note: Only four (4) officers from each RSO may submit nomination packets. For each award you may nominate up to three (3) RSOs or individuals. Following the nomination period, the CAC will select the five (5) RSOs or individuals in each category that have received the most nominations. These finalists will then be voted on by the professional staff in the various campus offices that work on a consistent basis with RSOs (CAC, Union Events, Central Scheduling, ASTEC, etc.). The winners will be announced at the RSO Awards of Excellence Banquet on April 20, 2015. Awards will consist of a variety of gift cards and cash prizes.

| Nominator: |  |
| Nominator’s RSO: |  |
| Nominator’s Officer Position: |  |
**Vice President for Student Affairs 2014 Outstanding RSO Award**

The VPSA Outstanding RSO Award is presented to the RSO that demonstrates excellence and commitment to the students of the University of Wyoming. To be considered for this award, an RSO must have RSO status and accomplishments must have taken place during the 2014-2015 academic year. Nominees were evaluated based on:

- Contribution and service to the students at UW
- Demonstrated commitment toward organization’s constitution and purpose
- Demonstrated character and citizenship
- Demonstrated support to fellow RSOs
- Demonstrated community service
- Visibility on campus

RSO Name: ____________________________________________

Reason for Nomination: ________________________________
_________________________________________________________________________
_________________________________________________________________________

Nominator’s Relationship to RSO (i.e. member, attendee at event, cooperating RSO, etc.):

RSO Name: ____________________________________________

Reason for Nomination: ________________________________
_________________________________________________________________________
_________________________________________________________________________

Nominator’s Relationship to RSO (i.e. member, attendee at event, cooperating RSO, etc.):

RSO Name: ____________________________________________

Reason for Nomination: ________________________________
_________________________________________________________________________
_________________________________________________________________________

Nominator’s Relationship to RSO (i.e. member, attendee at event, cooperating RSO, etc.):
RSO Community Service Award

The RSO Community Service Award is presented to the RSO that demonstrates outstanding community service efforts. To be considered for this award, an RSO must have RSO status and accomplishments must have taken place during the 2014-2015 academic year. Nominees were evaluated based on the following criteria:

- Demonstrated community service efforts
- Number of group members that participated in service
- Impact of service rendered

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| Nominator’s Relationship to RSO (i.e. member, attendee at event, cooperating RSO, etc.): __________________ |
**RSO Teamwork Award**

The RSO Teamwork Award is presented to the RSO that has demonstrated efforts to work with fellow RSOs, the Laramie Community, Campus Community and others. Nominees were evaluated based on the following criteria:

- Demonstrated sponsorship/teamwork with other RSOs, University Departments, Laramie Community
- Number of group members that participated in teamwork/sponsorship

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Nominator’s Relationship to RSO (i.e. member, attendee at event, cooperating RSO, etc.):
**Outstanding RSO Advisor Award**

The Outstanding RSO Advisor Award is presented to an advisor who has advised a group for the 2014-2015 academic year. Nominees were evaluated based on the following criteria:

- Contribution and service to the students of UW
- Commitment toward RSO’s constitution and purpose
- Visibility and participation in RSO activities and meetings
- Reliability, responsibility, and dependability

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Nominator’s Relationship to Advisor:
**Best New RSO Award**

The Best New RSO Award is presented to a new RSO that is highly active in the UW and Laramie communities and who has completed diverse programming while educating the campus community on their mission and goals.

RSO Name:

Reason for Nomination:

Nominator’s Relationship to RSO (i.e. member, attendee at event, cooperating RSO, etc.):

RSO Name:

Reason for Nomination:

Nominator’s Relationship to RSO (i.e. member, attendee at event, cooperating RSO, etc.):

RSO Name:

Reason for Nomination:

Nominator’s Relationship to RSO (i.e. member, attendee at event, cooperating RSO, etc.):

Thank you for contributing to this nomination process! Without you, and the many groups that you represent, all of the great events that occur at the University of Wyoming would not be possible. Thanks for a great year!
Appendix 4: New RSO Orientation Checklist

RSO Name-_________________________________________________________

Date-________________

RSO Probation End Date - __________________________

CAC Staff Member-_________________________________________________

Hard Copies of RSO Documents
1. RSO Handbook
2. RSO Formation Guide
3. Constitution Creation Guidelines
4. Sample Constitution
5. Business Card-Self, Hannah McNamee, Kristy Isaak

Agenda for New RSO Orientation

☐ Introduction

☐ Digital tour the RSO Website

☐ RSO Formation Guide
  a. Make sure to cover their rights while they are under probation.
  b. This is covered under “Meeting with a CAC Staff Member” in the RSO Formation Guide.

☐ Collegiate Link instructions
  a. Found at the end of the RSO Formation Guide

☐ How to create a constitution
  a. Focus on the language that is required of them to have
  b. If they have already done this and brought a copy, read through it and offer feedback

☐ Overview of the RSO Handbook
  a. Benefits
     i. Advertising through poster run
     ii. Event Space
     iii. RSO Funding Board
        1. Provide with Kristy Isaak’s contact information if they have more questions
        iv. Walk over to Poster Room and explain sign in procedure

☐ The total process can take 2-4 weeks dependent on their responsiveness and ability to complete the requirements.

☐ Additional Questions