



Annual Report

2021
-
2022

Professional Team

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

17 Full-Time Team Members

+ two open positions from members transitioning to new opportunities after each contributing 6+ years of dedication



& Student Employment

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

97%

of student employees report their employment experience with WCSA has increased their ability to work with diverse populations

4% increase over last year

Ben Lapidus ('22), a Senior Systems Analyst in WCSA, was recognized as the University's **Student Employee of the Year**.

Ben was also the **regional winner** and one of 19 recognized nationally.

This was the **first time the University has had a student employee recognized nationally**.



What do you like most about your job in WCSA?

I like the team environment even when you are only working by yourself. It feels like a community you can rely on if you need help.

Getting to collaborate with members of the team and involve myself in the different campus communities.

NEW

Commencement Cords were given to graduating WCSA student employees in **recognition** of their contributions to campus life

“

Top Three Skills Gained

Problem Solving

Customer Service

Collaboration



Creating Community

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



Rochester Branded Giveaways

4307+

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

YELLOWJACKET WEEKEND

Concert Featuring Jesse McCartney
1081 attendees

WINTERFEST WEEKEND

First Time Hosting Headline Performance at Eastman
One University

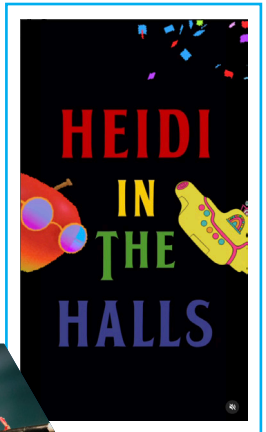
SPRINGFEST WEEKEND

Dandelion Day Food Trucks
10,000 Tickets Sold



Most Popular Reel/Video

♥ 379 Likes
8145 Plays
7513 Reach



Through Rochester Traditions

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

Top Three Activities That Increase Sense of **Belonging**:

Student Organizations
(Activities Fair)

Orientation

Meliora Weekend

Results from the 2021 Multi-Institutional Study of Leadership

Most Popular Social Post



♥ **1082 Likes**
6633 Accounts Reached

Campus-Wide Activities

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

UR Late Night

88 Total Events
(28 in First Six Weeks)

Co-hosted with student organizations and departments



1944

unique attendees
(1924 in the first six weeks)



Pandemic Virtual Transition

Quickly adjusted critical experiences during January's temporary "shelter in place" including the Activities Fair and Mid-Year Leadership Training



5859+

campus-wide activities, events, and programs



Outdoor Programs

First Time In-Person for Award-Winning QuadFox 5K with 75 Student Participants

622 Total Registrations including students, alumni, parents, and more

Inspiring **Community Connections**

Medallion Leadership Program

58 Workshops Offered

Workshops presented by alumni and parent industry professionals including the CEO of Airstream Inc.

Annual Holiday Shopping Fair

Featured 23 Rochester area makers and businesses including students

Club Rochester

Received a Brand Refresh

CLUB
Rochester

ROC Tix

Connected students to local community experiences

Top Events

Eastview Mall Shuttles

Greystone Tubing

Summer Programs

Most Popular Activities

Tasty Tuesday

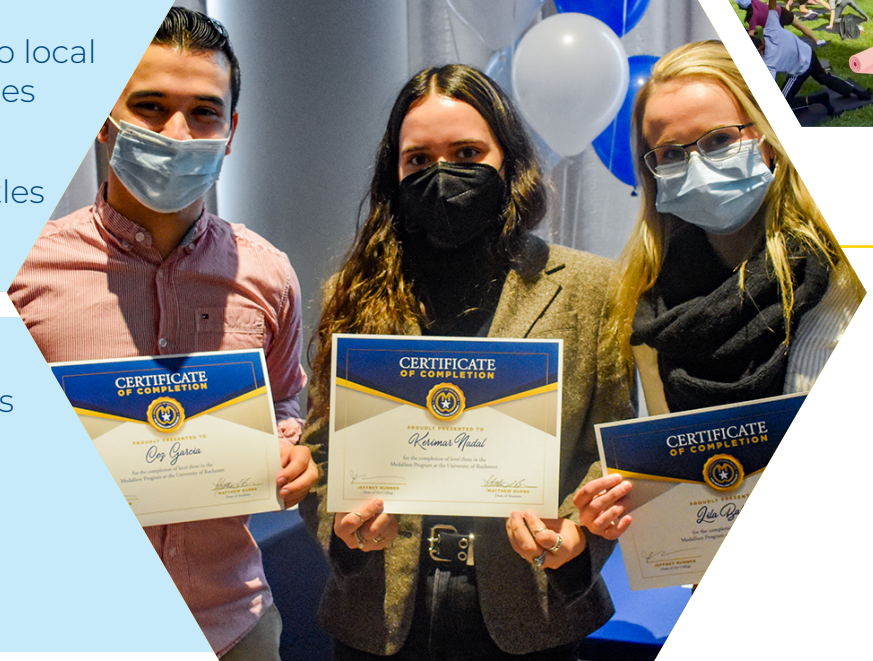
Popsicle Pop-Ups

Fire Pits & S'mores

Food Truck Fest

90%

of Medallion participants felt they would use what they learned



Campus Involvement

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

Student Involvement By Mission Category

Academic/Professional - 3078	Hobbies & Interests - 1151	Visual Arts - 415
Club Sport - 2255	Performing Arts - 1069	Political - 292
Awareness - 1490	Media/Publication - 844	Governing Body - 98
Cultural/Identity Based - 1487	Religious & Spiritual Life - 756	Honor Society - 88
Community Engagement - 1315	Intercollegiate Competition - 719	Programming - 51



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



266

Total Recognized College Student Organizations

17 New Groups

Diverse Population Involvement*

84% Under-Represented Minority Students

71% First-Generation Students

71% International Students

92%

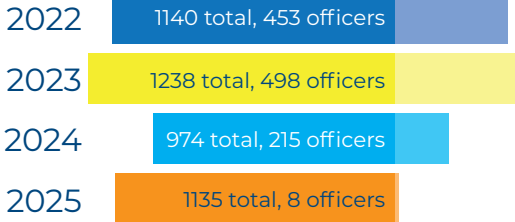
of all undergraduate students involved in at least one organization



*Percentages from totals within each of these population groups.

Student Organizations

Membership By Class Year



Crowdfunding

Men's & Women's Frisbee and Quidditch each raised over \$9k

Habitat for Humanity raised \$10k to cosponsor a house in Rochester

10,531

Student Organization
Space Reservations

Accolades Highlights

Quidditch and Men's Ultimate Frisbee Qualified for Nationals

Men's Club Soccer Qualified for Regionals

Robotics Club Competed at NASA



Services, **Spaces**

Current State



Vision



Common Connection Study
Study conducted to determine how the Information Desk space can be altered to increase vibrancy, functionality, and accessibility. Focus groups included students, staff, and campus partners.

Renovation Projects Completed

- Havens Lounge
Sound Improvements
- Card Readers Installed for Student Org Storage
- Hirst Lounge Furniture Refresh - saved tables and chairs from going to the trash
- Spurrier Gym Renovation
- Shops @WilCo Installation
- Replacement of Commuter Lockers
- Gowen Room Technology Updates

and Connections

Common Connection Information Desk

COVID Distribution Node

19,250+ Masks and 1,760 Test Kits

Food Pantry

308 Unique Student Users
with 1097 Transactions

Foodlink Affiliate

Hartnett Gallery

Eight shows curated through partnerships with Art & Art History, Humanities Center, and student organizations featuring professional and student artists

Included professional Rochester-based artist



27,383

**Tickets Sold at The
Common Market
and Online**

Shops @ WilCo

New initiative launched

28 Organizations

Opened 56 Total Shops

Most Visited Shops:

Bubble Tea and Pies





UNIVERSITY of
ROCHESTER