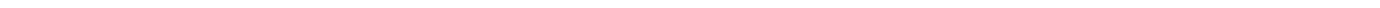


STUDENT ENGAGEMENT & BELONGING

Annual Report

2023-2024



LETTER FROM THE EXECUTIVE DIRECTOR

We are thrilled to present our Annual Report for the 2023-2024 academic year, marking another transformative year for Student Engagement, Advocacy & Leadership, the Office of Diversity and Inclusion and the Office of the Student Government Association. Reflecting on our journey since releasing our first Annual Report, this year has brought tremendous growth, achievements, and valuable lessons as we continue our mission to cultivate an engaged campus culture where students are empowered to reach their full potential through opportunities for personal development and readiness for the world.

2023-2024 brought a new adventure: the formation of Student Engagement & Belonging. Today we are so proud to share that Student Engagement, Advocacy & Leadership and the Office of Diversity and Inclusion have formally merged to become Student Engagement & Belonging. The Office of the Student Government Association continues to remain a standalone department, supported by Student Engagement & Belonging.

Throughout the 2023-2024 year, we have encountered numerous highlights and opportunities to evolve. We have responded to the dynamic needs of our student body, navigating the challenges of serving a diverse and ever-changing student population. Our efforts ensured that students and student leaders remained connected and engaged with the campus community. As the academic year came to a close, we bid farewell to some of our leaders and welcomed new ones, eager to watch them grow and make their mark.

Our vision is clear: to inspire the next generation of world-ready leaders who will contribute to the advancement of the communities they serve. This commitment drives our work to support the holistic success of our students—socially, emotionally, and academically. The phrase “Every Shocker Starts Somewhere” is more than a slogan; it reflects our dedication to immersing our office in every facet of Wichita State University and beyond, ensuring that our impact is felt across the campus.

As we look back on this past year, we are grateful for the lessons learned, the opportunities embraced, and the privilege of serving students, faculty, and staff. We take pride in the role we play in fostering a vibrant and innovative campus culture. While this year has brought unique challenges, our commitment to understanding and meeting the needs of our students has never wavered. We are excited about the possibilities the next year holds and look forward to continuing to engage with students in meaningful ways.

With our eyes set on the future, a deep appreciation for our past, and a focus on the present, we thank you for your engagement and support. Together, WE CAN create an engaged campus culture for ALL students.

Gabriel Fonseca Ed.D.

Executive Director, Student Engagement & Belonging

STUDENT ENGAGEMENT & BELONGING OVERVIEW

The Office of Student Engagement, Advocacy & Leadership and the Office of Diversity and Inclusion have formally merged to become Student Engagement & Belonging. This annual report will highlight information from Student Engagement, Advocacy & Leadership, the Office of Diversity and Inclusion and finally the Office of the Student Government Association.

Vision

Through intentional growth, unique experiences, and inclusive excellence, Student Engagement & Belonging cultivates a vibrant campus community that inspires world-ready leaders.

Values

- **Intentional Growth:** Creating meaningful engagement experiences that overcome boundaries and expand their curiosity, personal and professional development
- **Belonging:** Establishing an environment where all students feel engaged in the campus community and courageous enough to be who they are.
- **Civic Mindedness:** Providing opportunities and spaces to challenge and engage students to be motivated by or show concern for humanity.
- **Connectedness:** Generating energy that allows students to be vulnerable and to feel seen, heard, and valued without judgment.

Meet our Staff!

Student Engagement & Belonging staff act as resources to Wichita State University. The staff is dedicated to creating a safe and educational environment for students to learn and grow. The student employees and graduate assistants of Student Engagement & Belonging provide significant support to the daily activities of the department. This academic year presented an exciting time for the Student Engagement & Belonging staff. With a new department born and new leadership installed, this academic year resulted in many transitions and a newfound energy.

Gabriel Fonseca	Executive Director, Student Engagement & Belonging
Tia Hill	Associate Director, Student Engagement & Belonging
Amy Nguyen	Associate Director, Student Engagement & Belonging
Malaree Hood	Assistant Director, Organizational Leadership
Liz Thornton	Assistant Director, Student Experiences
Loren Belew	Senior Civic Engagement Coordinator
Abbi Whisler	Student Governance Coordinator
Caitlin Nolen	Student Advocacy Coordinator
Cameron Morgan	Student Program Coordinator
Ivan Castillo	Student Program Coordinator
Jillian Belden	Student Activities Coordinator
Brandon Dorion	Leadership Development Coordinator
Clarence Carvel (Albury)	Student Organizations Coordinator
Mia Jefferson	Academic and Retention Programs Coordinator
Karee Brown-Jones	Fraternity and Sorority Life Coordinator
Briana Yancy	Fraternity and Sorority Life Coordinator
Kaley Archer	Marketing and Outreach Coordinator
Savannah Denny	Communications Specialist
Tatum Witham	Financial Specialist
Haley Ensز	Graduate Assistant for Civic Engagement
Olivia Worsham	Graduate Assistant for Student Activities
Jordan Webb	Graduate Assistant for Shocker Support Locker
Laura Woods	Graduate Assistant for Fraternity and Sorority Life
Estella Armenta	Graduate Assistant for Student Organizations
Avery McLaughlin	Graduate Assistant for Operations
Erika Mendoza	Student Manager
Jocelyn Stewart	Student Assistant to the Executive Director
Elmer (Trey) Lewis Nolen III	Office Student Assistant
Natalie Benjamin	Office Student Assistant
Adrienne (AJ) Jones	Office Student Assistant

Aaron (AJ) Haynes	Office Student Assistant
Josiah Titus	Office Student Assistant
Azadeh-Navin Lundy	Office Student Assistant
Madison Miller	Office Student Assistant
Diana Grajeda	Office Student Assistant
Donovan McClellan	Office Student Assistant
Isiah Williams	Men of Excellence Intern
Valeria Paunetto	Somos Shockers Intern
Bella Kilman	Marketing and Outreach Student Assistant
Benjamin Hollingsworth	Shocker Support Locker Student Assistant
Emma Glover	Shocker Support Locker Student Assistant
Morgan Stinnett	Shocker Support Locker Student Assistant
Tania Molina	Lead Passage Leader
Edna Flores Cisneros	Passage Leader and PASS Mentor
Gabriela Zermeno Esparza	Passage Leader and PASS Mentor
Lorena Favela	Passage Leader and PASS Mentor
Madison Miller	Passage Leader and PASS Mentor
Tri Nguyen	Passage Leader and PASS Mentor
Aniayah Dickinson	Passage Leader and PASS Mentor
Daniel Rodriguez	Passage Leader and PASS Mentor
Gabriela (Gaby) Millan	Passage Leader and PASS Mentor
Grecia Esparza	Passage Leader and PASS Mentor
Hannah Huynh	Passage Leader and PASS Mentor
Jayden (Naomi) Island	Passage Leader and PASS Mentor
Jennifer Diaz-Reyes	Passage Leader and PASS Mentor
Kariana Massingill	Passage Leader and PASS Mentor
Katherine Mayer	Passage Leader and PASS Mentor
NaMari Moss Moss	Passage Leader and PASS Mentor
Payton Hamilton	Passage Leader and PASS Mentor
Vanessa Tran	Passage Leader and PASS Mentor
Whitney Benjamin	Passage Leader and PASS Mentor

Highlights, Challenges and Changes

The 2022-2023 academic year continued to present unique challenge for the SEAL staff. Over the summer, 5 new staff members joined the office to replace and fill vacant roles. On top of onboarding new staff members, plans for fall were being developed and worked on.

Our year did not come without its challenges. SGA underwent major top tier leadership transitions and conflict. Eventually after the dust settled, new leadership was put in place and SGA began proceeding with their work.

Through it all, this annual report allows us an opportunity to reflect on the year and remind ourselves that even though at times it felt impossible, we still met all the expectations we set for ourselves and that others had for us. We worked together to create a foundational student experience that is adaptive to the needs of every Shocker at Wichita State University.

FUNCTIONAL AREA UPDATES

Civic Engagement

- I. **Overview of the Area:** The SEAL office strives to provide experiences and opportunities to engage students in the process of civic learning and democratic engagement. We do this by recognizing and promoting the many areas of civic engagement, including volunteer programming, deliberate dialogue events, voter engagement initiatives, community partnerships, alternative trip programming and activism. SEAL provides programming initiatives directly through its support of the Community Service Board, Alternative Breaks programming, and the Shockers Vote coalition and the newly created Shockers Vote delegation.
- I. **Highlights:**
 - A. The Community Service Board hosted 49 off campus volunteer events with 797 student volunteers who served a total of 3,059 hours. The students volunteer work equaled a donation of \$88,264.50 back into the Wichita community.
 - B. The Community Service Board hosted 28 weekly general meetings. Meetings are held on Thursday afternoons in the Rhatigan Student Center and are open to the WSU community to attend. Meetings are hosted by student leaders and provide an opportunity for participants to hear from non-profit leaders, tour local nonprofits, participate in service projects, panel discussions, and learn about ways that students may volunteer through the Wichita community. These meetings were heavily attended and an average of 24 students in attendance.
 - C. All nine of the Community Service Board membership positions were filled in 2023-2024. The board received a record number of twenty-seven applications for its nine positions that were filled for the 2024-2025 school year.
 - D. The Community Service Board welcomed 27 new students into their membership at a celebration at the conclusion of the Spring 2024 semester.
 - E. Our volunteer management platform, VolunteerICT continued to provide volunteer opportunities for students throughout Wichita. In 2023-2024, two hundred and forty-five nonprofit agencies throughout South-Central Kansas hosted volunteer

opportunities for students to participate in. A total of 1,739 student volunteers volunteered a total of 7,240 hours. This amounted to a total of \$206,340 of volunteer time back into the Wichita community.

- F. Ten students participated in an Alternative Spring Break trip to Boulder Creek, California in the Redwood Forest. As part of their service work, students volunteered at Camp Campbell, an Outdoor Science School for students in the fifth and sixth grade in the California Public School system.
- G. In June, SEAL hosted its third Community Partners Luncheon. A total of 42 nonprofit leaders attended the meeting. The meeting was a time to recognize our volunteers, their impact on our community and to provide an opportunity to thank our community partners for their continued support of our students and community.
- H. For the fifth year in a row, Wichita State University received the “Voter Friendly Campus” designation. This designation is awarded to schools that break down barriers and empower students with information and tools they need to be civically active citizens of the communities they live in.
- I. The Shockers Vote coalition hosted on-campus civic holidays in celebration of National Voter Registration Day, Vote Early Day, and an Election Day Bash.
- J. The Shockers Vote coalition hosted a total of fifteen on-campus voter registration drives to provide students with information about getting registered to vote, requesting an advance ballot and information about their polling locations. These drives reached an estimated total of 850 students.
- K. For the second year in a row, the Community Service Board partnered with the Shocker Neighborhood Coalition on a neighborhood clean-up and barbecue with the residents living in the neighborhoods around campus.

New Initiatives:

- L. The Shockers Vote coalition was able to pilot a new initiative called the Shockers Vote Delegation. This group is comprised of four student leaders who will plan, lead and facilitate all voter engagement initiatives leading into the 2024 election cycle. Students are elected from January to January to ensure that they can lead with the planning of all events leading into the election cycle during the following fall semester.
- M. In October, the Shockers Vote coalition hosted the campus’s first Mayoral Forum with the City of Wichita’s two mayoral candidates in the CAC theater on the WSU campus. The Forum was a collaboration between Shockers Vote, The League of Women Voters, and The Wichita Eagle. The debate was moderated by Professor, Dr. Neal Allen, Student Body Vice President, Sophie Martins and SGA Student Governance Chair, Jay Thompson.
- N. The Shockers Vote coalition also hosted a School Board forum and invited all local school board candidates to answer questions about their candidacy. The forum was moderated by Student Body Vice President, Sophie Martins.

Fraternity and Sorority Life

- I. Overview of the Area: Fraternity and Sorority Life provides support to Wichita State's 26 social, values based, Greek letter organizations and coordinates annual programming to advance the community's values of Leadership, Scholarship, Service, and Connectedness (brother/sisterhood). Fraternity and Sorority Life chapters are organized into four governing councils who provide programming, support, and direction to the chapters within them. These councils are the Cultural Greek Council (6 Chapters), the Interfraternity Council (7 Chapters), the National Pan-Hellenic Council (8 Chapters), and the Panhellenic Council (5 Chapters).

II. Highlights

- A. FSL annual programming was revamped with new learning objectives resulting in more impactful learning and connection between members at events like Rising Greek Leaders, New Member Greek Academy, Greek Unity Week, and Greek Awards.
- B. The Panhellenic Council hosted a successful Primary Recruitment Process that welcomed 71 women to the Panhellenic Community in Fall 2024.
- C. The National Pan-Hellenic Council celebrated one year as a stand-alone council. During their first year the council developed an annual program and welcomed over 25+ new members into their member organizations.
- D. After the separation of the National Pan-Hellenic Council and the Multicultural Greek Council, MGC established their brand no longer felt reflective of their identity as a council. They officially rebranded into the Cultural Greek Council, with new priorities and direction for their member organizations.

III. New Initiatives/Programs

- A. FSL Accreditation Program - The FSL Accreditation Program is a recent addition to the Fraternity and Sorority Life community. It was established in 2023 and fully integrated into the community in the spring of 2024. This program aims to evaluate and acknowledge fraternities and sororities that demonstrate exceptional standards in areas such as Brotherhood/Sisterhood, academic achievement, leadership development, community service, and chapter operations. The accreditation process involves a comprehensive assessment of a fraternity or sorority's activities to ensure they are upholding high standards and fulfilling their mission. By promoting accountability and continuous improvement within the Greek community, this program plays a key role. Chapters are required to submit an annual report and conduct a presentation to a panel of faculty, staff, and students that will be used for Chapter of the Year. In addition, chapters receive evaluations and feedback reports, which they are encouraged to incorporate into their planning for the following year.
- B. At New Members Greek Academy, we've introduced a new service component as part of our initiative to further support our community. Service is a core value of the Greek community, involving a wide range of activities aimed at giving back. Fraternities and sororities actively engage in volunteer work, fundraisers, and community service projects, fostering a strong sense of responsibility and commitment among members. This dedication and involvement are integral to our community. Through this initiative, we united all new Fraternity and Sorority life organization members to contribute over

300 care kits to Humankind Ministries, a non-profit organization in Wichita dedicated to supporting people experiencing homelessness in the Wichita/Sedgwick county community.

- C. An initiative we have incorporated into Fraternity and Sorority life is hosting Town halls for each of our four councils. Through this initiative, we were able to discuss many problems our students face as members of our community and the organization as a whole. Spearheading conversations like these better helps staff understand the student perspectives on areas such as recruitment, conduct, university, and registered organization policies. These town halls allow members to voice their opinions, ask questions, and suggest ideas for the betterment of the community, hosted twice a semester.

IV. Data Specific to Area

The Fraternity and Sorority community is dedicated to serving the communities which we live in and around the world. This year, our chapters raised \$63,594 which was donated to their national and local philanthropic organizations. Our members also served 6,390 hours of community service which is equivalent to 266 24-hour days or 160 40-hour work weeks, A level of service that equates to the value of \$189,720 (independentsector.org)

V. Order of Omega

Order of Omega is a Greek Honor Society open to the top 3% of the Fraternity and Sorority Life Community at Wichita State who have attained a high standard of leadership in inter-Greek activities and achieve high academic standings within the University. Requirements needed to be invited to apply for membership are at least 65 credit hours completed and a 3.5 cumulative GPA. This year, 21 members were inducted into the Order of Omega.

VI. Academic Performance

For the 2nd year in a row since the COVID-19 Pandemic, the FSL community proudly to accomplished a higher All Sorority, All Greek, and All Fraternity GPAs than the University Female, All University, and University Male average GPAs in both the Fall 2022 and Spring 2023 semesters.

	All Sorority	University Female	All Greek	All University	All Fraternity	University Male
Fall 2023	3.273	3.225	3.15	3.13	3.02	3.01
Spring 2024	3.223	3.22	3.17	3.13	3.11	3.02

Leadership Development

- I. **Overview of the Area:** Leadership Development provides various opportunities for students to enhance their knowledge and practice of leadership and understanding of their personal leadership potential through regular programming offered in a variety of formats: classroom style weekly learning opportunities, applied peer mentor relationships, immersive multi-day overnight retreats, online learning pathways, and on demand workshops or individual coaching consultations.

II. Highlights

- A. Emerging Leaders expanded to 2 separate sessions in Fall 2023 due to high demand. An additional session was held in Spring 2024. In total, 53 students completed the Emerging Leaders program!
- B. Evolving Leaders – the second level of the Leadership Development Tiered Program – was held in the Fall 2023 and Spring 2024 semesters. In total, 12 students completed the Evolving Leaders program!
- C. The Shocker Leadership Experience (SLE) was held in May 2024, which allowed 44 students to complete the experience and grow their leadership knowledge and skills.
- D. The Immersive Leadership Institute was inaugurated as a pre-season program in Fall 2023 semester with an emphasis on engaging new first time in college students. ILI was held in partnership with the College of Applied Studies and offered for academic credit at a market-based tuition rate to maximize the program's potential to contribute to enhanced retention efforts across campus. The Fall 2023 ILI program had 24 students and will be a permanent pre-season program moving forward each Fall.

III. New Initiatives/Programs

- i. The Leadership Development team partnered with Upward Bound Math and Science (UBMS) at WSU to provide numerous training for their high school student leaders and summer staff throughout the year, and will continue to identify ways to grow youth leaders within the Wichita community and connect them to Wichita State University.
- ii. The Leadership Library was inaugurated in Fall 2023 for students to check out books surrounding the topics of Leadership and Self-Discovery. Also available in the Leadership Library will be prepared icebreakers and team builders for student groups to use in classes, student organization meetings, etc.
- iii. Engaging Leaders, the last tier of the Tiered Leadership Program, will be partnering with the Freshman Leadership Council (FLC) to connect first-year student leaders with other student leaders to enhance their leadership knowledge & skill development, connection to campus, and identify ways to lead on campus and beyond. This partnership will begin in Fall 2024.

Recognized Student Organizations (RSOs)

- I. **Overview of the Area:** Recognized Student Organizations are groups of at least five students who come together to engage in a common interest. Student organizations foster teamwork and collaboration, but most importantly, provide an avenue for student-to-student cooperation allowing students to learn and grow from shared knowledge and experiences. Involvement in student organizations fosters personal, academic, professional, and social growth. Through this outlet for experiential learning, student organizations provide students with critical personal and life skills.
- II. **Highlights**
 - A. 14 student groups were created and/or reactivated this academic year as Recognized Student Organizations, bringing the total number of active Recognized Student Organizations to 234.
 - B. The Involvement and Community Fair had its highest attendance yet with over 150 RSOs, campus departments, and community organization participating and an estimated attendance of 700 students!
 - C. The Spring Involvement Fair had 58 RSO's participating and had an estimated 240 students in attendance.
 - D. Over the 2023-2024 year, RSOs held a total of 1,900 events!
- III. **New Initiatives/Program**
 - A. New RSO presidents and new RSO advisors will now meet with the Coordinator of Student Organizations after their organization has been approved. This initiative is to better support and collaborate with new RSO presidents and advisors with initial processes related to RSOs, such as navigating ShockerSync, setting up safekeeping accounts, and understanding their role within the RSO.
 - B. In previous years, the "Nuts and Bolts" training, which helps overview critical aspects of RSO operations with RSO executive members, was only held annually during the Fall semester. Moving forward, Nuts and Bolts will occur once in the Fall and once in the Spring, providing another training opportunity for executive members who may have transitioned to their role after the Fall training opportunity.
 - C. A new partnership opportunity was established with Premier Food Services, the contractor for the concession stands at Koch Arena, Eck Stadium, and Wilkins Stadium, to provide fundraising opportunities for RSOs. RSOs can now sign up to work the concession stands and fundraise to have a portion of the profits go towards their organization
 - D. Strategic Communications began highlighting various student organizations in their Shocker Blast newsletters, bringing more awareness and in-depth overviews of our RSO's.

National Student Exchange

- I. **Overview of the Area:** The National Student Exchange program is an opportunity for students to go to a different university within the United States, United States territories, and Canada to study for a semester or a full academic year while paying Wichita State tuition. This gives students the opportunity to experience living in another area of the country and network with wider circles in their chosen area of study that might not be available to them at Wichita State.
- II. **Highlights**
 - A. Four students exchanged during the FY24 School year.
 - i. Yarid – Fall of 23 to Montclair University
 - ii. Olivia – Fall of 23 to the University of the Virgin Islands, St. Croix.
 - iii. Octavio – Spring of 24 to the University of Puerto Rico, Mayaguez
 - iv. Aaron – Spring of 24 to the University of New Orleans
 - B. Six students who were placed for the FY25 school year were all placed at their 1st choice schools.

Shocker Experience Program

- I. **Overview of the Area:** The Shocker Experience Program gives WSU Tech students the opportunity to take advantage of all the fantastic perks, fun activities, and valuable support services offered by Wichita State University. By simply becoming a fee-paying member of Shocker Nation, WSU Tech students unlock a world of benefits exclusively available to WSU's vibrant campus community members.
- II. **Highlights**
 - A. **Fall 2023:** 27 Student Enrolled
 - B. **Spring 2024:** 17 Students Enrolled
- III. **New Initiatives/Program**
 - A. Created a marketing plan with WSU Tech that increased interest in the program by 30% more than the FY23 school year.

Student Government Association

- I. **Overview of the Area:** Founded in 1912, the Student Government Association is the governing body of students at Wichita State University. They serve and advocate on behalf of all fee-paying students on campus while engaging with university leaders and elected officials to promote the needs of students. The Student Government advances the needs and interests of the student and serves as the official student voice; protecting, defending and advocating for students rights.
- II. **Highlights**
 - A. The 2023-2024 academic year saw the 66th Session of the Student Government Association. Iris Okere and Sophie Martins were elected to serve as the 117th and 150th Student Body President and Vice President and Kylee Hower was elected to serve as the 5th Speaker of the Student Senate.
 - i. In May of 2023, President Iris Okere established the Task Force on Ethics and Accountability appointing Aubany Russell as the Chair.

- ii. The student senate approved SB-66-118, The Appropriations Relief Act which provided an allocation of an additional \$33,000 from the student fees contingency fund to provide emergency and additional financial support student organizations.
- iii. In January of 2024, the Supreme Court held their first in person court case, 66-010, In the Matter of the Illegality of Senate Reapportionment Act.
- iv. The Supreme Court had a record number of 14 cases this academic year
- v. The Elections Commission held 2 Special Elections during the 66th session
 - 1. SB-66-190 Senate Reapportionment Act. This amendment to the constitution changed the Senate allocation seats and was approved by the student body on January 24th with 247 votes in favor.
 - 2. Fine Arts Senator Appointment. A tie was placed during the general election for the Fine Arts seat which then caused a run-off election to take place from April 8th to 10th. 23 eligible students took place in the election with Patrick Murphy winning the seat.
- vi. Tavonga Mwenje was confirmed as the first International Affairs Director
- B. SGA adopted a 1.9% increase to the Student Fee for FY25
- C. SGA allocated over \$250K to student organizations and individuals through their Appropriations Funding process, Organizational Funding Process and Individual Funding Process and annual Scholarships
- D. Two (2) Presidential and Vice-Presidential Tickets ran for during the 2024 General Election
 - i. The Elections Commission hosted 2 debates to provide ample opportunities for students to hear from campaigns
 - ii. 805 students voted in the election.
 - iii. Kylee was elected to serve as the 118th Student Body President and Matthew Phan was elected to serve as the 151st Student Body Vice President.

III. New Initiatives/Programs

- A. SGA started the Menstrual Product project which provided free menstrual products across campus to students. 2,668 Tampons and 3,798 Pads were distributed.
- B. The Undergraduate and Graduate student advocates expanded the Food for Fines initiative to include traffic tickets.
- C. The Senate approved and adopted SB-66-224, The Senate Structure Reorganization Act on March 27th. This would move Senate meetings to be held once a week and establish four standing committees. This would include,
 - 1. Government Oversight
 - 2. Diversity, Empowerment and Inclusion
 - 3. Student Services
 - 4. Academic Affairs
- D. Vice President Sophie Martins created a map of where all gender-neutral restrooms are on campus which was printed and posterized around campus along with a pdf upload to the SGA website.
- E. Established the Special Projects and Capital Fund with funds collected from the 2014 RSC Renovation for three more fiscal years.

Shocker Support Locker

- I. **Overview of the Area:** The Shocker Support Locker, previously known as the Shocker Food Pantry, was established by the 58th session of the Student Government Association on November 4, 2015. The aim was to tackle food insecurity among Wichita State University students, as a study revealed that 56% of them knew of at least one to three of their peers who faced food insecurity. Furthermore, 50% of students, including 67% of international students, admitted skipping meals due to insufficient funds. The Shocker Support Locker officially opened on February 1, 2016, and is accessible to all Wichita State University students, faculty, and staff. The Locker offers various items such as food, clothing, toiletries, and baby/family products. The Student Government Association and the Office of Student Engagement, Advocacy, and Leadership coordinate and manage the Locker located in Grace Wilkie Hall, Room 103.
- II. **Highlights**
 - A. There were 6,568 visits to the Locker this past year, and 1,560 unique Shockers were provided with essential items like food, clothing, toiletries, and baby/family products.
 - B. 87.4% of the students served are International Students.
 - C. 96.1% Full-Time students.
 - D. The traffic of the Locker has tripled since FY22, a testament to its critical role in alleviating hunger on campus. The Shocker Support Locker is committed to serving Shockers and making a difference in their lives.
- III. **New Initiatives/Programs**
 - A. This year, the Locker launched a new initiative: the Shocker Support Locker Cookbook! This incredible initiative, created by Student Assistant Emma Glover and Bethany Hollingsworth is designed to help students create cost-effective meals using ingredients commonly found in the Locker.
 - B. The Locker has secured \$50,000 in cash and in-kind donations for next year, FY24, sponsored by the WSU Foundation and the Kroger Foundation.

Campus Activities

- I. **Overview of the Area:** Campus Activities supports the creation of belonging across Wichita State's diverse student population through staff led events, Shocktoberfest, Family Weekend, and the oversight of the university programming board: the Student Activities Council.

II. Program Highlights

- A. The **Campus Activities team and Student Activities hosted 85 programs and events** over the course of the 2023-2024 academic year.

- B. Welcomefest | August 12 – September 16, 2023

- i. Welcomefest Fall 2023 was took place Saturday, August 12 – Saturday, September 16 and featured 57 events/programs over the course of four weeks including 26 department led events and 31 student organization led events. Entries for submission to the Welcomefest Campaign had to meet at least two of the four learning outcomes:

1. Academic Connections | 13
2. Connectedness | 42
3. Diversity & Human Differences | 27
4. Wellness | 3

- C. Family Weekend | September 22 – 23, 2023

- i. Family Weekend invites family members of new and returning students back to campus to showcase the student experiences. New students get satisfaction from showing their families around campus, introducing their new friends, and demonstrating how they are adjusting as a new Shocker.
- ii. Family Weekend 2023 saw an increase of 14 families in attendance with 17 of those families being walk-ups on Friday and Saturday.

Year	Number of Families	Students Registered	Total Participants
2023	210	214	754
2022	196	198	750

- D. Shocktoberfest | October 2 – 7, 2023

- i. In 2023 Shocktoberfest evolved as a collaboration among SEAL, Alumni Engagement, and Athletics. This collaboration resulted in a fuller schedule, more athletic events, and incorporated Shocker Madness as the closing event.

1. Major Changes and their impact:

- a. Shocktoberfest was moved to the first week of October
- b. Songfest was moved to November and was no longer part of Shocktoberfest
- c. These changes greatly impacted the number of student groups who would participate

- ii. New Initiative

1. Shocker Madness brought a new addition to Shocktoberfest and united campus and community for the annual fall kick-off to the athletics season. After the athletics showcase Shocktoberfest Award Winners were announced and the event concluded with a performance from Kansas City native and nationally renowned rap artist, Tech N9ne.

iii. Winners Shocktoberfest

Event	Winner
Spirit Competition	Gamma Phi Beta
Departments Door Decorating	National Institute for Aviation Research
Student Group Attendance Competition at Volleyball Game	Rocket Club
Parade Winners	Shocker Sound Machine – Wu’s Winner Gamma Phi Beta – Best Use of Theme Women’s Tennis – Most Creative SGA Agencies – People’s Choice Award

E. Hippodrome

- i. Hippodrome drew a crowd of 350 attendees with 190 students participating in the production of the show.

Place	Skit Competition	Variety Act Competition
1 st	Alpha Phi & Sigma Phi Epsilon	Shockapella
2 nd	FarmHouse & Phi Delta Theta	Kversity

III. Student Activities Council

About SAC: The group was established as the CAC Campus Activities Center Programming Board in 1958. Later renamed to Student Activities Council in 1979, SAC serves as the official student led programming board for event and activities planning at Wichita State University. SAC’s mission is to educate, entertain and enhance the Shocker experience by planning versatile programs and creating student leaders. The organization’s vision is to create the most enhanced programs and leadership opportunities for Shocker Nation.

A. Leadership

- i. The 2023-2024 Executive Board had many changes over the course of the academic year and position vacancies would change throughout the year.
1. Garima Thapa was selected to serve as President and would go on to resign her position in February of 2024. The position would not be replaced as the selection recruitment process for the 2024-2025 academic year had began.
 2. Pavithra Santhosh was selected to serve as Vice President of Membership and resigned her position in December due to relocating from Wichita.
 3. Monika Hoffman was selected to serve as the VP of Marketing in the summer of 2023 and served in her position until she graduated in December of 2024.
 4. Madison Miller was selected in the summer of 2023 to serve as the inaugural Digital Content Team Chairperson and would continue in the position throughout the academic year.

5. Brenda Blasetti was selected to serve as the Arts & Culture chairperson and would resign her position in September of 2023.
 6. Pranjali Nawarkar was selected to serve as the Special Events chair and resigned her position in the summer of 2023 due to a conflict with a graduate assistant position she accepted.
 7. Catherine Curtis was selected in November of 2023 to serve as the Shocker Night Life chairperson. This position was primarily vacant through the year and was overseen by the graduate assistant advising the committee.
 8. Payton Hamilton was selected in January of 2024 to serve as the Special Events Chairperson and would later be selected to serve as the President for the 2024-2025 academic year.
- ii. In April 2024 the selection process for the new academic year took place with nine (9) applicants and all eight (8) open positions being filled.
 1. The officer team selected was Payton Hamilton (President), Jayden Island (VP of Membership), and Madison Miller (VP of Marketing)
 2. Five (5) chairpersons were selected; Catherine Curtis (Shocker Night Life), Jyavon Hill (Digital Content Team), Jacen Heafner (Shocker Ventures), Zach Najera (Traditions), and Brianna Pittman (Special Events)

B. Event Highlights

- i. SAC organized 53 programs over the course of the 2023-2024 academic year across four (4) programming committees.
- ii. Shocker Night Life hosted A Glow Dance Party, Comedian Jacob Williams from Wild N' Out and a hip-hop/rap trivia competition called Aux Cord Wars.
- iii. The Traditions Committee led student centered programs during Shocktoberfest and hosted the inaugural Shockers Got Talent in the spring semester.
- iv. The Special Events Committee launched a monthly trivia and karaoke series. The Trivia Series collaborated with a variety of departments and student organizations throughout the year to create themed events based on pop-culture, diversity & inclusion, and health and wellness.

C. Membership by the Numbers

- i. 22 active members during the Fall semester 2023
- ii. 25 active members during Spring semester 2024
- iii. The VP of Membership and Executive Board hosted 4 Social Events, 2 Member Retreats, and 4 SAC workshops throughout the academic year.

D. Collaborations

- i. Throughout the years SAC would work departments Athletics, Alumni Engagement, Health Services, and Counseling and Prevention Services
- ii. They collaborated with students groups; Black Student Union, Indigenous Student Collective, Spectrum: LGBTQ & Allies, National Pan-Hellenic Council, Veteran Student Organization and 12 student groups who participated in Trunk or Treat.

IV. New Initiatives/Programs

A. NXT LVL Garage Party | August 18, 2023

- i. The 3rd Annual NXT LVL Garage Party became a collaboration between SEAL and the Office of Diversity & Inclusion and hosted over 1300 new and returning students.

B. Shockers Got Talent | April 11, 2024

- i. The inaugural Shockers Got Talent invited individuals and groups of students to showcase their skills in front of a live audience and panel of WSU staff and community judges. 1st, 2nd, and 3rd place performances were awarded cash prizes in the amount of \$1,000, \$800, and \$500 respectively.
- ii. The show had an audience of 158 students, family, friends, and featured fifteen (15) student acts; including singers, pianists, rap artists, cultural performances, and a full band.

Place	Winner	Award
1 st	Tall Glass of Root Beer	\$1,000
2 nd	Skylar Isenegger	\$800
3 rd	Kuña Paraguay	\$500

C. End of the Year Block Party | April 25, 2024

- i. Over 380 students attended The End of the Year Block Party. This event was to serve as a bookend to the academic year and offer a closing experience to all students. The event featured a free shirt, food, and a variety of activities to give students a break from studying and focusing on graduation.

MARKETING AND OUTREACH

- I. **Overview of the Area:** Student Engagement, Advocacy, and Leadership utilizes marketing and outreach to connect with students, increase awareness about available resources and opportunities, and encourage participation in campus activities. Methods include, but are not limited to, brand management, digital content creation (social media, video, web, etc.), print content creation (flyers, banners, promo items, etc.), and outreach efforts (presentations, tabling, classroom visits, etc.).

II. Highlights

- A. SEAL Marketing planned six marketing events during FY24 to raise brand awareness and promote upcoming initiatives. Events include: Welcome Tables, SEAL Open House, World Mental Health Day, Kansas Day, SEAL Search and Block Party: The Preparty.

III. New Initiatives/Program

A. Campaigns/Event Marketing

- i. SEAL Open House | September 7, 2023
 1. An opportunity for students to meet students and staff as well as get connected to events, workshops, volunteer activities, fraternity & sorority life, SGA, and much more.
- ii. World Mental Health Day | October 10, 2023

1. Drove the golf cart around campus to hand out goodie bags to 100 students. Goodie bags included information on how to get involved, promo items and some snacks.
- iii. Kansas Day | January 29, 2024
 1. Pop-up event to get the SEAL name out there. Students had an opportunity to paint on mini canvases and eat sunflower cookies.
- iv. Block Party: The Preparty | April 16, 2024
 1. Pop-up event to promote the Block Party that's taking place April 25. At the preparty, students could make buttons. If students brought their button to the Block Party on the 25th, they'd be entered in for a chance to win Beats Headphones. 19 students showed up for the Preparty and ten of those students brought their buttons to the Block Party on April 25.

I. Presentations:

- a. SEAL participated in 20(?) recruitment/outreach events during FY23. This includes, but is not limited to tabling, presentations, activities, etc.
- b. SEAL participated in 5 retention events during FY23. This includes, but is not limited to tabling, presentations, classroom visits, etc.

II. Mailings/Mass Emails:

- a. Fraternity and Sorority Life
 - i. PC Primary Recruitment: 750 mailers
 - ii. PC Primary Recruitment: 1,500 emails
 - iii. IFC Recruitment: 750 mailers
 - iv. IFC Recruitment: 1,500 emails
 - v. CGC General Mailer: 350 mailers
 - vi. CGC General Mailer: 550 emails
 - vii. NPHC Informational/Yard Show: 250 emails
- b. Registered Student Organizations
 - i. RSO Affinity Groups: 850 mailers
 - ii. Student Orgs: 2,500 emails
- c. Leadership
 - i. Immersive Leadership Institute: 1,650 mailers
 - ii. Immersive Leadership Institute: 2,120 emails
 - iii. Emerging Leaders: 2,500 emails
- d. Campus Activities
 - i. Family Weekend: 2,400 mailers
 - ii. Family Weekend: 2,478 emails
 - iii. Welcomefest Postcard: 2,400 mailers
 - iv. Welcomefest: 2,478 emails
- e. Student Activities Council
 - i. SAC Interest Response Emails
 - ii. SAC Member Return Emails
- f. Student Engagement, Advocacy & Leadership
 - i. Welcome to WSU – SEAL: 738 emails

- ii. University Awards: emails
- g. Student Government Association
 - i. Freshman Leadership Council emails
 - ii. SGA Open Positions emails
 - iii. Agency Membership Recruitment mailers
 - iv. Agency Membership Recruitment emails

III. Social Media

Facebook	Instagram	Twitter
Fall Semester Page Likes 6/30/23 - 2275 likes 12/15/23 - 2289 likes + 14 page likes	Fall Semester Followers 6/30/23 - 1517 followers 12/15/23 - 1855 followers +338 followers	Fall Semester Followers 6/30/23 - 2497 followers 12/15/23 - 2471 followers -26 followers
Spring Semester Page Likes 12/15/23 - 2289 likes 6/30/24 - 2273 -16 page likes	Spring Semester Followers 12/15/23 - 1855 followers 6/30/24 - 1978 followers +123 followers	Spring Semester Followers 12/15/23 - 2471 followers 6/30/24 - 2442 followers -29 followers
	FY24 Engagement 6219 accounts engaged Peak Month - April with 783 accounts engaged	
	FY24 Account Reach 31,577 accounts reached Peak Month - August with 4,795 accounts reached	
	FY24 Content Interactions 19,584 interactions Peak Month - April with 3,025 content interactions	

IV. Newsletters:

- a. The Newsie:
 - i. Total Audience: 754
 - ii. Fall '23 Semester: 18 emails sent
 - iii. Spring '24 Semester: 17 emails sent
 - iv. Total Opens (includes all 35 emails): 9,435
 - v. Total Clicks (includes all 35 emails): 256

Engagement Platforms

- I. **Shocker360:** Shocker360 was an engagement platform that allowed students to track the high level co-curricular experiences they participated in and translate them to an engagement transcript meant to complement their resume. This program was discontinued effective February 2023 and no reporting was collected during this academic year. A new program and platform will launch August 2023.
- II. **VolunteerICT:** VolunteerICT is a volunteer management platform that connects Wichita State's staff, students, and faculty to volunteer opportunities throughout the Wichita area. VolunteerICT is maintained in collaboration with the United Way of the Plains.
- III. **ShockerSync:** ShockerSync is a student organization management platform that allows Recognized Student Organizations to track their membership and leadership positions, plan and market events, organize photos and documents, and manage requests for funding. This platform will integrate with the replacement platform for Shocker360.

COMMITMENT TO THE FUTURE

Our Commitment to the Future is rooted in our continued dedication to enhancing the student experience and fostering a more interconnected and data-driven approach to student engagement. With the recent merger of our offices, we are building a more cohesive and strategic structure, ensuring that every initiative is aligned with our mission to empower students. We are expanding our data tools and analytics to gain deeper insights into student needs, engagement patterns, and areas for growth, allowing us to create more targeted and impactful programs. As we advance into the future, we remain focused on enhancing the student experience holistically—academically, socially, and emotionally—while creating pathways for leadership development and community impact. This forward-thinking approach ensures that we not only respond to the evolving needs of our students but actively shape a future where every student thrives at Wichita State University.