

Rock Valley College
Campus Activities Board Annual Report
Christopher Webb, CAB Chair

The events leading up to the formation of CAB were not the brightest in Rock Valley's past, however with our current leadership and having the ability to learn, recruit and being able to stay organized. I believe CAB has a formula for success.

As the inaugural year for CAB, circumstances existed to where students were not involved with planning events until later in the year. Meredith Mackay (CAB's former advisor) was handling events until the 2007 Spring Welcome Week. This being said, our first year as an organization was a very successful one.

Fall Welcome Week was the first event of the 2006-2007 Academic Year. The week had a Hawaiian theme and was packed with events. Some events included a pig roast, smoothie night, Naturally 7 and a duck drop. The library partnered with CAB to show students that the ERC was under renovation and had been moved. Several events were successful by lacked attendance by the student body. This week was also over budget. With everything accounted for, CAB spent \$11,526.03.

By having only one musical group instead of two CAB could have stayed under budget. Overall, CAB's partnership with the Library was key during this event and hopefully that relationship will continue to bloom as we plan in the future. Giveaways for this event went well, however the smoothies from Meg's were expensive. Doing cheaper food giveaways is something that needs to be integrated in the future.

Another capstone event for CAB is Homecoming. Homecoming did not have as many events as Fall Welcome Week, but proved to be successful. The week started out with Club Day on Wednesday. Having this event on the bridge was perfect. We also had

a photo booth where students could get pictures taken. There was a Spirit Day and on Saturday CAB hosted a tailgating party and a Homecoming Dance.

Weather and location were a problem for the tailgating party; however the dance went extremely well. The week's only giveaway was a sensation and having a Spirit Day was a great way to get people interested in the game. CAB spent \$6,574.88, roughly half of the budget. Overall the week went very well; the Homecoming game had an awesome student turnout, which is the goal of the week! Hopefully this trend will continue in the future.

On October 25th, CAB hosted the Inaugural Wheelchair Basketball Game. This event partnered with the Rockford Park District and with Lynn Bashaski of Disability Services. The Rockford Chariots were also in attendance and helped with "schooling" participants in the rules and methods for playing the game. Attendance and feedback from the game was phenomenal. This is an event that will defiantly become an annual commodity for CAB. For next year, possibly including a Student verses Faculty/Staff game would be a wonderful idea. Overall, with a price tag of \$300 this event was a HUGE success.

On December 2nd Student Life hosted the Annual Chicago Shopping Trip. At \$5 a ticket, 2 buses were easily filled. However the buses leaved at 9:00 and many people complained they did not have enough time to shop. Breakfast was provided and next year we will expand to 3 buses. Providing a shopping map would be an excellent idea as well. Overall, for \$1,445.96 this event was a great success and should be expanded as a proven community event.

Also during the month of December CAB hosted a Coffee House Night on December 4th. The featured artist was Joaquin Zihuatanejo. BD Imports provided coffee at no charge. The event was poorly attended, due to the fact that there was little promotion of the event. With the help of our new partnership with The Poetic Justice League of America this should become a solid evening program at Rock Valley.

Overall, for the money CAB spent (\$3,820), it was not a successful event. During our current year CAB needs to find ways to be more budget friendly when getting talent for future Coffee House Nights. As an evening program it is very important for CAB to implement, however we need to get more creative with our funds. CAB can not treat a Coffee House Night Series as an evening capstone event. As a new and non proven occurrence, CAB must focus on developing this program. CAB needs to have better marketing on campus instead of trying to give it a large budget and hope that it will draw a significant attendance.

As students came back from the holiday break they were welcomed back to a Psychedelic Rock Valley College. Many events and giveaways went with the week's theme. Events included: The Human Race Machine, Hot "T" Day, Battle of the Bands and a Rubik's Cube giveaway. Overall this week did not go as expected. The Human Race Machine did entertain students, however was not worth the price tag is set us back. One of the movie nights was cancelled do to lack of student attendance and volunteers. The annual Club Day was a hit and many clubs really got into the competition.

The battle of the bands which was done in collaboration with Rockford N-Factor went ran smoothly. The giveaways for the week went over very well and overall, CAB spent \$9,666.15. The Student Center was plastered with fliers and signage in an attempt

to get students involved in the week's activities. Unfortunately this strategy did not work. I do not consider Spring Welcome Week a failure; however the week could have been better in retrospect.

It appears that students have just come to ignore signs and fliers, probably because students always see them everywhere. Next year CAB needs to prioritize mouth to mouth advertising and focus in on personal contact when marketing events and giveaways. Also when having giveaways, it should become a priority to have fliers for the next activity on hand as well as have a ready plan of action for members to recruit new members.

CAB takes a bit of a break because February and March are organized by college wide committees. However since CAB helped to implement events for these committees it has become a priority to have CAB student representation on each the Black History Month and Women's History Month committees. While on the subject, I have asked to be on the new Student Retention & Success Committee. CAB's general mission is to help students discover the "out of class experience" while in college. As the Chair of CAB, I believe it would be beneficial for me to sit on this committee.

During April CAB hosts Rock Valley's Annual Easter Program. This event went very well. CAB used the Bell School Road Center, which turned out to work perfectly. We spent about \$750 on food, games and giveaways for the little kids. The Easter Bunny made a special appearance and there was an Easter Egg Hunt as well. About 80 children attended the event and feedback from attendees and event staff was excellent. Public Safety later relayed to us that some people showed up to the main campus instead of the

Bell School Center. Next year we may want to relocate, or make sure there is no confusion about signage.

CAB's final event of the year is Mayfest. This event went extremely well, except for some interdepartmental communication. Events ranged from an Ice Cream Social, Battle of the Bands, Blood Drive, and a Student vs. Faculty Softball Game. The main problem with many events was finding people to work them. The Ice Cream Social was a great first day event, in the future food giveaways should be early in the week to help promote.

The biggest problem with Mayfest was timing of marketing on campus. Bottom Line, we didn't have enough time. We came up with most of the events too late for it to be effectively marketed on campus. Now that CAB is working with forms that all clubs are required to use, I feel that much confusion should be cleared up in the next academic year. Our current marketing strategy needs to be revamped. With the incorporation of fliers and sandwich boards at the earlier events and informing of upcoming events, this should provide for adequate and additional marketing of events on campus.

I feel confident going into the next school year. However, I am nervous about losing Meredith and the fact that I have to recruit and train an entirely new officer team this year. I would love to go to a leadership conference in the spring. This would allow for me to know which officers will still be with CAB the next year. This trip would be a great collaboration with SGA. It would allow for time alone for student leaders to spend time together and learn how to work with each other.