Campus Activities and Programs

The Campus Activities and Programs Office (CAP) mission is to promote involvement and engagement by educating students to create a vibrant campus life at UNCG. CAP encourages students to create meaningful relationships, explore interests and develop a sense of self and an appreciation for their community. CAP is made up of several different areas: Student Groups, Programming, Activities and Campus Events (ACE), UNCG Weekends, Minerva’s Mid-days, Fraternity and Sorority Life and Major Campus Traditions such as Rawkin Welcome Week, Homecoming, Luminaries, etc.

One area of focus for campus activities and programs was to increase the diversity of students attending campus events which was realized in the 17–18 academic year. The diversity of students attending campus events increased by 22% amongst Asian students, and 10% amongst Hispanic students.

The following outcomes were realized in the three major program areas:

1. Activities and Campus Event (ACE): 52% increase in the number of events. Total attendance (not unique): 9,210 at 38 events with an average of 242 attendees per event (15% increase in attendance)

2. Minerva’s Middays: Total attendance (not unique): 3,857 at 23 events with an average of 168 attendees per event (40% increase in attendance)

3. UNCG Weekends: Total attendance (not unique): 4,421 at 28 events with an average of 158 attendees per event (46% increase in attendance).

Programming Overview

- Student groups increased to 290 total organizations, representing a 15% increase from 16–17.
- 35 student groups registered to participate in community service completing 125 hours of service.
- Served 8478 students through activities and programs, a 4% increase from 16–17.
- An average of 233 students participated in campus events.
- 6022 students participated in student clubs and organizations
- 796 students participated in fraternity and sororities, 3% increase from 16–17.
In the next year, we will study how to continue to engage students who historically have not participated in events. A survey is under development to speak to students who did not participate in programs during the 2017–2018 academic year. The survey will focus on understanding why students do not participate based on specific demographics; i.e. race, gender, classification, program types, etc.

The numbers support the commitment to increasing attendance at campus events and also improving diversity of attendance. The ongoing question concerns what value do students find through participating in events. Specifically do engaged students experience increased rates in feelings of belonging when compared to unengaged students? Also what impact does social engagement have on persistence?

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