



**One Time Request –  
CSAC WOW Mixers**



# **CENTER FOR STUDENT ADVOCACY & COMMUNITY**



**FY 25-26**



## FY 2026 One Time Request – CSAC WOW Mixers

The Weeks of Welcome Affinity Mixers are networking opportunities that provide a one-of-a-kind opportunity for students to connect with fellow students who share the same identity, connect across identities, learn about identity-based student organizations, and participate in connection-building activities.

Virtually every person who attends a mixer will meet someone new, get some sort of warm food option, and will experience cultural learning and/or familiarity through music, food, activities, RSO connections, and community building. We also connect attendees with campus resources and promote public-speaking development through our RSO Elevator Pitch competition. RSOs report successful recruitment efforts and virtually every organization that participated in the past wants to return the next year. With our successful partnerships with RSOs, the programming has grown significantly in recent years and is an initiative that has grown beyond the resources of the department. This past year we served 2,861 students. 9.7% of people who attended a WOW mixer only attended a mixer and no other WOW events. This data suggests that the CSAC WOW Mixers can engage students in a way no other program is currently doing.

This base request will allow us to host the annual program, plan for each event's growth, and host one small event/collaboration with student organizations throughout the school year.

In the past, there have been no base programming dollars specifically allocated for these events however, the popularity of the events continues to grow. We kindly request additional programming dollars to support these WOW mixers to ensure the stability of these high-quality events and support similar/additional programming throughout the year.

Attendance data from the mixers is listed below:

Mixer Name	Fall 2018	Fall 2019	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Black & African American Student Mixer	88	*	326	380	511	841
Hispanic/Latine Student Mixer	57	*	143	258	256	509
Asian Pacific Islander Desi American Student Mixer	23	*	74	326	343	510
LGBTQ+ Ice Cream Social	55	186	291	291	458	462
First Generation Student Mixer			20	140	125	335
Middle Eastern North African Student Mixer					149	204
TOTAL Attendance	223	186	854	1395	1842	2861

\*Data unavailable

### DSA Strategic Initiative:

#### *Fostering Student Engagement*

- Increasing Sense of Belonging, Student Engagement, and Academic Success

#### Funding Request

WOW Food and Activities	\$11,000
WOW Marketing	\$600
One community-building follow-up per population (6 additional events)	\$3,000
Subtotal	\$14,600
Admin Fee	\$876
<b>Total</b>	<b>\$15,476</b>