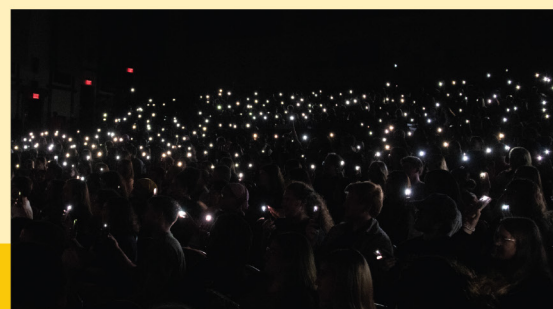
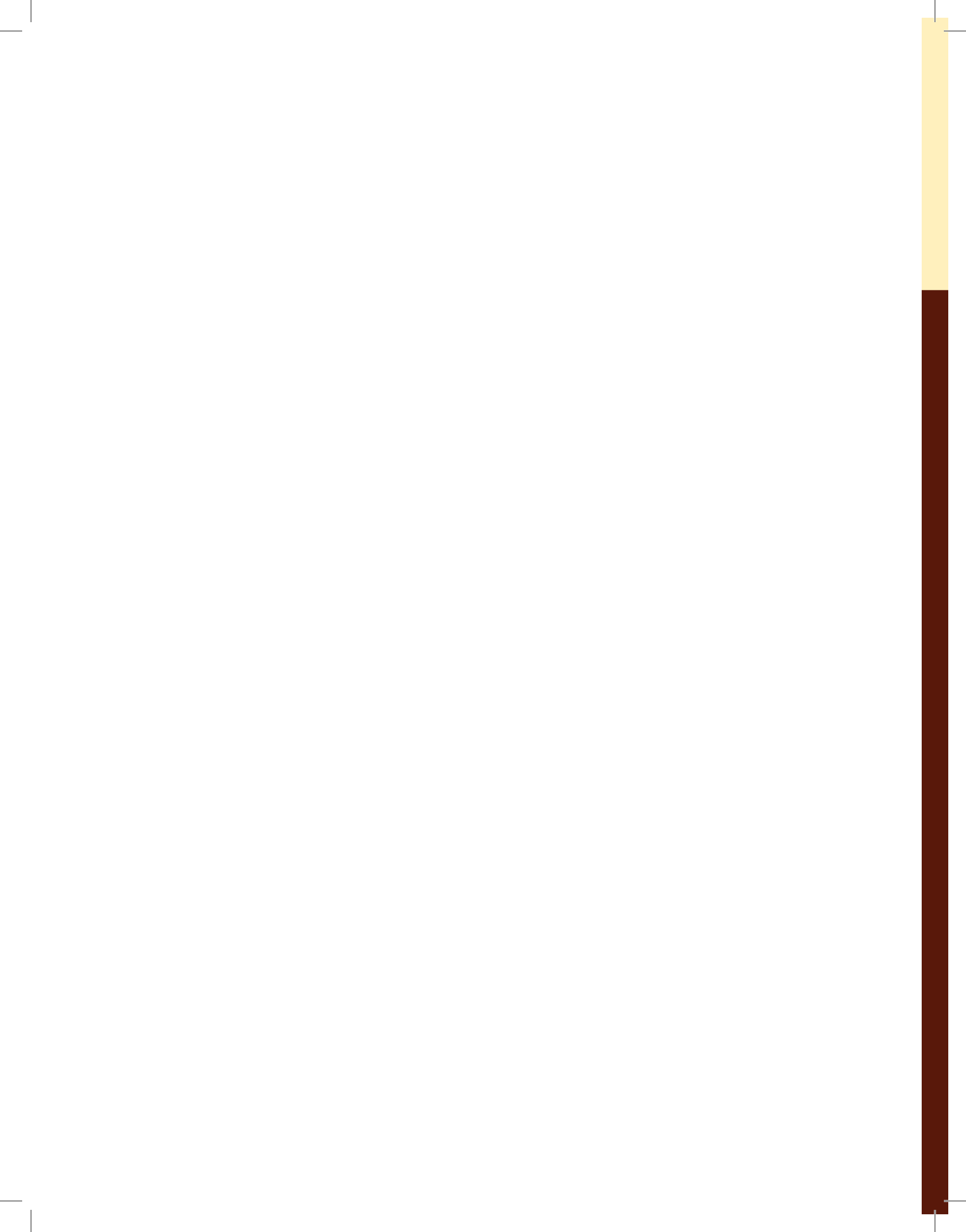


2024-2025 ANNUAL REPORT

Student Centers & Campus Activities





Welcome to the Student Center



Expanding For Our Future

The Student Center was originally built in 1974 to serve 6,000 students. As Rowan University's enrollment grew to more than 23,000, the need for additional space and upgrades became essential. As the third fastest-growing public research institution in the nation, as recognized by *The Chronicle of Higher Education*, Rowan required facilities that could keep pace with its rapid growth.

The new structure, which connects to the existing 135,000 square-foot Chamberlain Student Center, was modeled after a Greek "agora" - a central gathering place.

The Student Center is the busiest building on campus. During the academic year, it welcomes more than 10,000 students, employees, and community members each day- amounting to over one million visits annually. The expansion of the Student Center offered a valuable opportunity to enrich campus life by creating spaces that promoted both social and intellectual engagement. The new design included areas for collaborative work, demonstrations, student performances, and flexible gatherings, all of which foster connection and discovery. The project also sought to enhance the campus atmosphere by transforming the Student Center into a signature facility that served as the University's central hub for community and learning.

We are excited about the opportunities it offers to connect, collaborate, and create lasting memories. The Student Center expansion is more than just a facility- it's a vibrant, dynamic hub designed to inspire and bring community together. We look forward to seeing how this space will enrich the lives of everyone who steps through its doors and contribute to the shared experiences that make our campus so special.

"The Heart of Campus!"

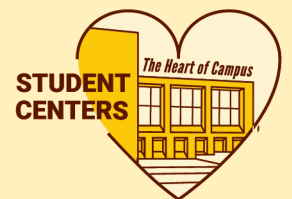
Our Community



Student Centers & Campus Activities (SCCA) team is committed to providing a safe, welcoming, and inclusive environment for all members of the Rowan University community. Through quality programs, services, and facilities, the SCCA creates opportunities for student engagement and learning, stimulates personal development, and contributes to building campus community in collaboration with university partners.

The heart of campus now *BEATS STRONGER*

with the expansion of the Student Center, adding over 31,000 square feet to our campus footprint, while also expanding this unique marketing campaign.



The purpose of the Student University Programmers (SUP) is to provide the students of Rowan University with an array of educational, and entertaining programs, to encourage the development of leadership skills and cooperation among all students, and to promote the interests, image, and quality of experience at Rowan.

Rowan After Hours (RAH) provides late-night/weekend opportunities for Rowan University students to become active in campus life by executing diverse, quality programs, in a safe and welcoming environment.



Core Values



Attendance & Event Numbers

RAH Events



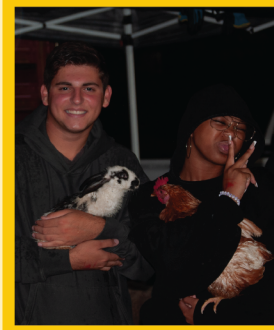
79 total events



34 total cosponsorships



18,669 total attendees



SUP Events



73 total events



18 total cosponsorships



12,855 total attendees



Game Room Events



5 total events



419 total attendees



SCCA Events



29 total events



5,222 total attendees



Unique Student Attendees at Events

12,313



Residential Students

6,014



Non-Residential Students

1,417



Unreported Students

Attendance by Class Standing

5,890

30%

Freshman

5,154

26%

Sophomore

3,163

16%

Junior

3,112

16%

Senior

578

3%

Graduate

1,847

9%

Undisclosed

54% of students are repeat attendees at events

3.129 Average Attendee GPA

Academic & University Support

The REAL Team

Over the past year, the Rowan University Resource Engagement and Activity Leadership Team successfully executed 7 full team activations in response to demonstrations and campus events requiring coordinated support. These activations reflect the team's continued commitment to ensuring the safety, rights, and well-being of all members of the university community during times of protest or heightened activity.

The team operated with a total active membership of 18, representing a diverse cross-section of university departments. This collaborative approach ensured timely, respectful, and effective responses, while upholding university values of free expression and community care.

Each activation served as an opportunity for ongoing learning and improvement. The team remains focused on strengthening internal protocols, enhancing interdepartmental communication, and providing targeted training to ensure preparedness for future events.

Marketing Efforts

93

events from our
photo & video team



107

July - May
Marketing Requests



75

social media
takeovers



38

new Instagram
posts



Printed and/or designed over **45,000** pieces of marketing materials

Divisional Co-Sponsorships



Accepted Students Day,
All-Paths Lead to Rowan,
First-Gen Week, & Student
Success Summit

4

RSN/Starfish



For the 2024-2025 academic
year, Academic Advising and
Academic Support Programs
initiated 54 RSN Student
Involvement Referrals

Commencement Volunteering



SCCA Staff volunteered for
over 35 shifts for
commencement, including
serving as leads for
Commencement Celebration

Community Impact



Over 25 RAH Staff volunteered to help our friends at THE SHOP move from Rowan Boulevard to their new location off High Street.

SUP participated in the following service-oriented events on campus:

SGA Campus Cleanup Project

Take Back the Night

Back to the 'Boro



Fundraising: Money SUP Raised

St. Baldrick's Day raised

\$13,770



Holiday Helper Auction raised

\$5,770



SUPer Smashing Food Insecurity

\$473



SCCA Highlights



1,177,883
people have walked through our doors



7,850 Reservations in the Student Center



15 Locations in Chamberlain Student Center

13 Locations in Expansion

Building Spaces



5,122
Room Setups



7,850
Tech Setups



585
Maintenance Setups

329

Ballroom Events



660

Vendor Tables



256

Pit Events

Summer Events



Summer Food Fair



6 Make and Take Programs



Over 210 kits handed out



Information Desk Sales



26

Holiday Helper
Baskets



40

SUPER Smashing
Food Insecurity
tickets



**25 FALL &
20 SPRING**

Tri Alpha
Memberships



Money collected for ticket sales



Rowan Bucks

Fall: \$4,444
Spring: \$4,335



Cash

Fall: \$3,566
Spring: \$2,095



Credit

Fall: \$5,531
Spring: \$3,710

Fall Total: \$13,541 — Spring Total: \$10,140

LAUNCHED
THE GRAD PASS

1,005

FALL TICKETS SOLD

450

SPRING TICKETS SOLD

Switchboard Statistics

Total Calls made by Agents



11,975

to offices for assistance



3,927

made by agents to offices for assistance



8,760

transferred out to departments

Top 5 most frequently transferred/called
offices by switchboard agents



15,201
total calls
received



8,038
inbound calls
transferred out
to departments



7,163
calls resolved
by agents

RecRe Rentals



3,507 Total Game Room Rentals



2,138 Billiards Rentals



951 Table Tennis Rentals



198 Shuffleboard Rentals

392 Total Front Foyer Rentals



73 Vacuum Cleaner Rentals



57 Portable Charger Rentals



42 Basketball Rentals

Homecoming



Spirit

The spirit competition is an ongoing competition that takes place at various events throughout the week where Homecoming teams can earn points for displaying Rowan pride, good sportsmanship, and excitement for the Homecoming theme.

25 Total Teams



Push Cart

Get ready to burn some rubber! Teams of four will race around Bunce Circle. The team with the fastest averaged time will be crowned winner.

20 Total Teams



Battleship

You sunk my battleship! Teams of four will compete and battle other teams' ships to be the last one floating.

24 Total Teams



Lip Sync

Grab your friends, find your favorite tune, dress up, and compete against other students for a chance to win \$1,000 in prizes.

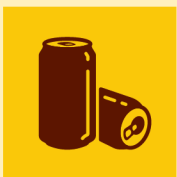
11 Total Teams



Banner

The Homecoming Banner Competition is a great way to show off your Prof pride! Banners will be hung in the Chamberlain Student Center around the Pit all week to help promote Homecoming, student organizations, and club pride.

23 Total Teams



CANstruction

CAN you build your way to a Homecoming win? Showcase your talents at this competition by building a structure from canned goods. All proceeds from this event will benefit The SHOP, Rowan's on campus Pantry and Resource Center.

15 Total Teams



673 Rowan University Community Members attended our Harvest Festival

441 Students recieved food truck tickets

59 staff members volunteered

1,000+ products non-perishable roducts donated to THE SHOP from CANstruction



Office of Social Justice

winner of the Center for Belonging & Student Engagement Office Decorating Contest



\$1,000 #RowanPROUD Bingo

hosted by Rowan After Hours with 192 students and alumni in attendance



Tailgate & Spirit Tent

we sponsor our own tailgate & gathering for current students, alumni & friends; as well as host the Homecoming Spirit Tent.



We launched a new universal Homecoming logo as part of a major step forward in our unified brand of Homecoming.

Hearts of Gold

This year's theme, Hearts of Gold, was selected as Homecoming Week fell the week before our national presidential election. The summary of the theme says it best as to why we felt it important to make it part of our university celebration... No matter where you are or where life takes you, once a Prof, always a Prof. Being part of the Rowan community— whether as a student, employee, or alum—means you're part of a caring and supportive network that lives and breathes brown and gold. This year, Homecoming offers the perfect opportunity to celebrate one of our favorite aspects of Rowan: EACH OTHER. "Hearts of Gold" captures the essence of what it means to be a Prof. Rowan hearts shine with kindness and generosity, sincerity and empathy. Our community boldly stands together, supports one another,



Event Highlights



Lil' Sibs Weekend

540 attendees at Lil' Sibs sponsored events



92 Rowan students registered their siblings

142 siblings registered for the weekend

Philly Shuttle

13 trips for the 24-25 academic year



Fall Comedy Show: featuring Marcello Hernandez



716 tickets sold

679 total attendance

30 VIP tickets given away

34 alumni tickets sold



Did you know?

This show was held on 9/12, also known as the 8th day of the Fall 2025 semester. Talk about making magic happen quickly! This was the first time the Comedy Show has been held in Pfleeger Concert Hall. Not only that, but this was the 6th year in a row that the Fall Comedy Show completely sold out!

Hollybash '25

The Jersey Shore Comes to Glassboro



4,290

individuals attended Hollybash in 2025

Social Media



22,000

views on Instagram
teaser video



60,000

views on Instagram's
for the reveal video



498

views on YouTube for
the reveal video

A Year's Growth

4,581

followers in August
2024 on Instagram

5,547

followers in May 2025
on Instagram



Student Testimonials



Shanelly Mota (she/her)
Event Assistant since 2023

I enjoy working in the SCCA because everyone is always willing to be helpful and accommodating. As a student balancing school life and work is difficult but with the SCCA it's less challenging because they are so understanding. Students should work in the SCCA because they set you up for success.



Jacob Robertson (he/him)
Building Operations Assistant since 2022

I've learned a lot during my time in the SCCA. One big thing I have learned is time management. I have always had some problems with managing my time, but when it comes to having a solid work schedule, I am able to build routines around it and balance my work/life time well. Working at the SCCA has given me a bit of insight on how a real working environment tends to be. I also had some customer service skills here during my time, helping students with questions about the building or Rowan in general.



Brie Brown (she/her)
Graphic Designer, Marketing Team since 2024

I am a Marketing Major, so this Marketing Team position has been a great experience for me. I have been able to grow my portfolio with legitimate marketing materials I have designed- from handbills to website banners to merchandise. Working at the SCCA has allowed me to expand my network as well as grow my skillset. I could not recommend working in this amazing community enough.



Drashty Patel (she/her)
Rowan After Hours Staff since 2023
Treasurer, Student University Programmers from 2023-2024

I enjoy volunteering with the SCCA because it allows me to create meaningful events, connect with students, and develop valuable skills like leadership, teamwork, and event planning, all while making a positive impact. Students should join the SCCA to develop leadership, event planning, and teamwork skills while enhancing campus life. It's a great way to build connections, gain experience, and make a meaningful impact in a fun environment.



Kara Letizia (she/her)
Secretary, Student University Programmers 2023-2024
Vice President 2024-2025

I have learned a lot about being a professional and planning large scale events. I have been given many opportunities to grow as a person and professional and how to work with a big team to make an amazing event come together, such as Hollybash! The SCCA will help me in my future career because it is something people recognize as hard work, being a student and staff member. It has actually been a talking point for my top pharmacy school, so for that I am forever grateful. There have also been opportunities for interview facilitating and public speaking, which will help me when I am being interviewed and as a professional in general.



Gabriella Rosario (she/her)

Building Manager since 2023

Director of Technical Services, Student University Programmers since 2023

I have learned how to be a strong leader and role model in the SCCA being a part of SUP and Building Manager families. Both positions allow those around me to be able to confide in me and are not afraid to ask for help. Being a positive figure in the SCCA that people go to for support is more than I could ask for. Students should work/volunteer in the SCCA to benefit your personal and professional life as a whole. They will enjoy stepping into the Student Center every day being welcomed by Staff and Students in the department. The SCCA will teach them crucial skills that will benefit them for their future for years to come!



Josh Barlett (he/him)

Director of Live Events, Student University Programmers since 2023

I enjoy working for the SCCA, because it feels like my second home. From the Pro Staff, to the student staff, it's such an incredible team of people to work alongside, and have as much fun as possible with, of course, getting work done first though! It's an opportunity many would never want to miss, as lifelong friendships are made here! Students should work for the SCCA because it's a once-in-a-lifetime opportunity! When I came to Rowan, I had no clue what I was going to do outside academics; that's until I found out about SUP & the SCCA. When I say the SCCA has changed me in such a positive direction, I mean it & I mean it a lot; from the new friends I've made to the overall experiences I've had, the SCCA is the perfect home for you!



Lauren Brookstein (she/her)

Information Services Specialist since 2024

The SCCA is helping me continue to learn how to be the best version of myself. I have learned so much about myself and who I am and my values. I have definitely gained confidence and loads of skills in community service. Students should work or volunteer in the SCCA because it's a whole community in itself. The staff members have respect for one another and you are never alone. It is a great stepping stone in making connections for your future, especially if you want to further your education like me. It is also a great opportunity to make money on campus in between classes.



Maggie Cortes (she/her)

RAH 2023

Cosponsorships Coordinator 2024-2025

I enjoy working in the SCCA because of the community that we've built. Every time I walk into the office, I am surrounded by such positive and supportive individuals who make the work environment enjoyable. I've met so many amazing people that have truly made the SCCA feel like a second home. During my time in the SCCA, I've learned to be more confident in myself. I've learned to step out of my comfort zone, recognize the impact I have on others, and discover the value of my voice and opinions. The SCCA has made it easy to grow into the best version of myself. My role in the SCCA will help me in my future career path because it has helped strengthen my leadership and collaboration skills. Being a student coordinator has prepared me to work well with others and help foster an environment in which everyone can thrive.

Career Advancement & Professional Development

Student Staff



All-Staff
Meetings
Celebrations

These events are held to recognize our team



31 awards handed out 79 students recognized

Chamberlain Chips

Chamberlain Chips are recognition tokens awarded to student staff who demonstrate initiative, kindness, and exceptional performance in their roles. The program fosters a culture of appreciation and reinforces positive contributions within the student team.



511 Chamberlain Chips handed out



43,060
total hours worked



\$631,596
total IWS cost



\$80,000
total FWS cost



\$711,596
total cost



\$843,661
projected cost

Professional Staff

4
Pro-Staff

taught

6
classes



Melissa Ulmer

- Women's Alliance Network Advisory Board, Marketing Committee Chair
- ACUI Annual Conference Program Team (2-year)
- ACUI Region VII 2025 Conference Program Team, Student Experience Coordinator
- Wellness Strategic Plan Task Force (Expanding University Well-Being Programs and Services sub-committee)

Dr. Joe Lizza

- Council for the Advancement of Standards in Higher Education (CAS), Board of Directors
- ACUI Emergency Management Community Leader

Ashley Davis

- Advisor of the Year
This award recognizes outstanding dedication and leadership as the advisor for Rowan Unified Sports, celebrating the commitment to fostering inclusivity and teamwork among student-athletes at Rowan University and the Special Olympics New Jersey.
- Disability Inclusion Award
Involvement with Unified Sports programming at Rowan University and elevating the organization to strive and be inclusive for all people to get involved on campus.
- Grad & Grow Institute Conference Committee and ACUI Member

Aleeyah Oliphant-Jean

- ACUI Member of the Community of Multiethnic Professionals & Allies

A Closer Look at the Expansion





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856-256-4875



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