



**Annual Report
2017-2018**

Prepared by:

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MISSION STATEMENT

The mission of KAB is to provide a well-rounded college experience through educational and social activities. KAB programs promote and develop community growth, with leadership opportunities, as well as social networking in a supportive environment. KAB is a student-run organization and is supported by student activity fees. KAB programs are developed by students and for students.

COMMITTEE DESCRIPTIONS

Spirit & Traditions

Spirit & Traditions assists in establishing university traditions on the Kennesaw Campus. This committee plans annual themed weeks like Week of Hot Lovin'; supports and collaborates with athletics; and provides a presence during Week of Welcome and Homecoming events.

Entertainment

In addition to planning KAB's biggest event, KSU Day, they also coordinate events that celebrate national; international; and cultural event as well as provide live entertainment in the musical and comedy realms.

Hot Topics

Hot Topics Committee is responsible for planning lectures that center around current issues and awareness. They collaborate with various departments and student organizations on topics that include, but are not limited to, alcohol and substance abuse, health and wellness, crime prevention, education, political and global issues, and etc.

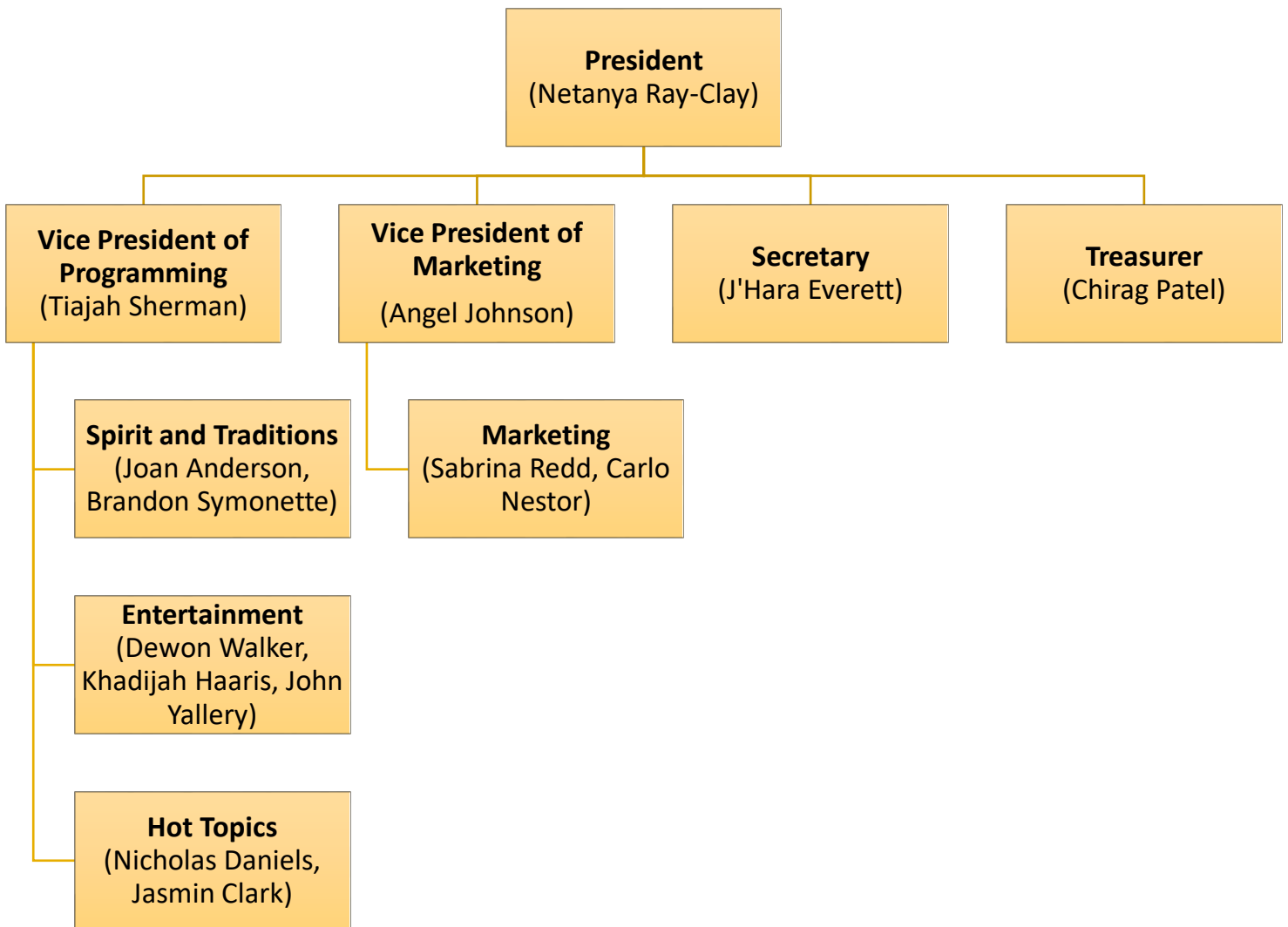
Marketing

The Marketing committee is responsible for promoting the organization as a whole along with its events. They create marketing materials and maintain a robust social media presence. In addition, they coordinate promotional events (tabling, socials themed at promoting KAB, etc.)

KAB VOLUNTEERS

KAB volunteers are active general body meeting members who have the opportunity to get hands on experience with event planning. These volunteers attend general body meetings, are members of committees, contribute to marketing, and assist in the staffing of events.

EXECUTIVE BOARD



CONFERENCE ATTENDANCE

NACA(National Association for Campus Activities)

Students attended the NACA South regional fall conference located in Chattanooga, Tennessee. Students selected four acts: mentalist David Hall, lecturer Adam Garbrowski, comedian Samuel Comroe, and the Arrive Alive distracted driving simulator.

NUMBER OF PROGRAMS PER COMMITTEE

Fall 2017

Committee	August	September	October	November	December	Total
Spirit and Traditions	0	0	3	0	0	3
Entertainment	0	1	0	1	0	2
Hot Topics	0	0	0	1	0	1
Total	0	1	3	2	0	6

Spring 2018

Committee	January	February	March	April	Total
Spirit and Traditions	0	3	1	1	5
Entertainment	0	0	1	1	2
Hot Topics	0	1	2	0	3
Total	0	4	3	2	9

Total Number of Programs in 2017-2018: 15

PROGRAM ATTENDEE NUMBERS

Fall 2017

Committee	August	September	October	November	December	Total
Spirit and Traditions	0	0	353	0	0	353
Entertainment	0	512	0	89	0	601
Hot Topics	0	0	0	159	0	159
Total	0	512	353	248	0	1113

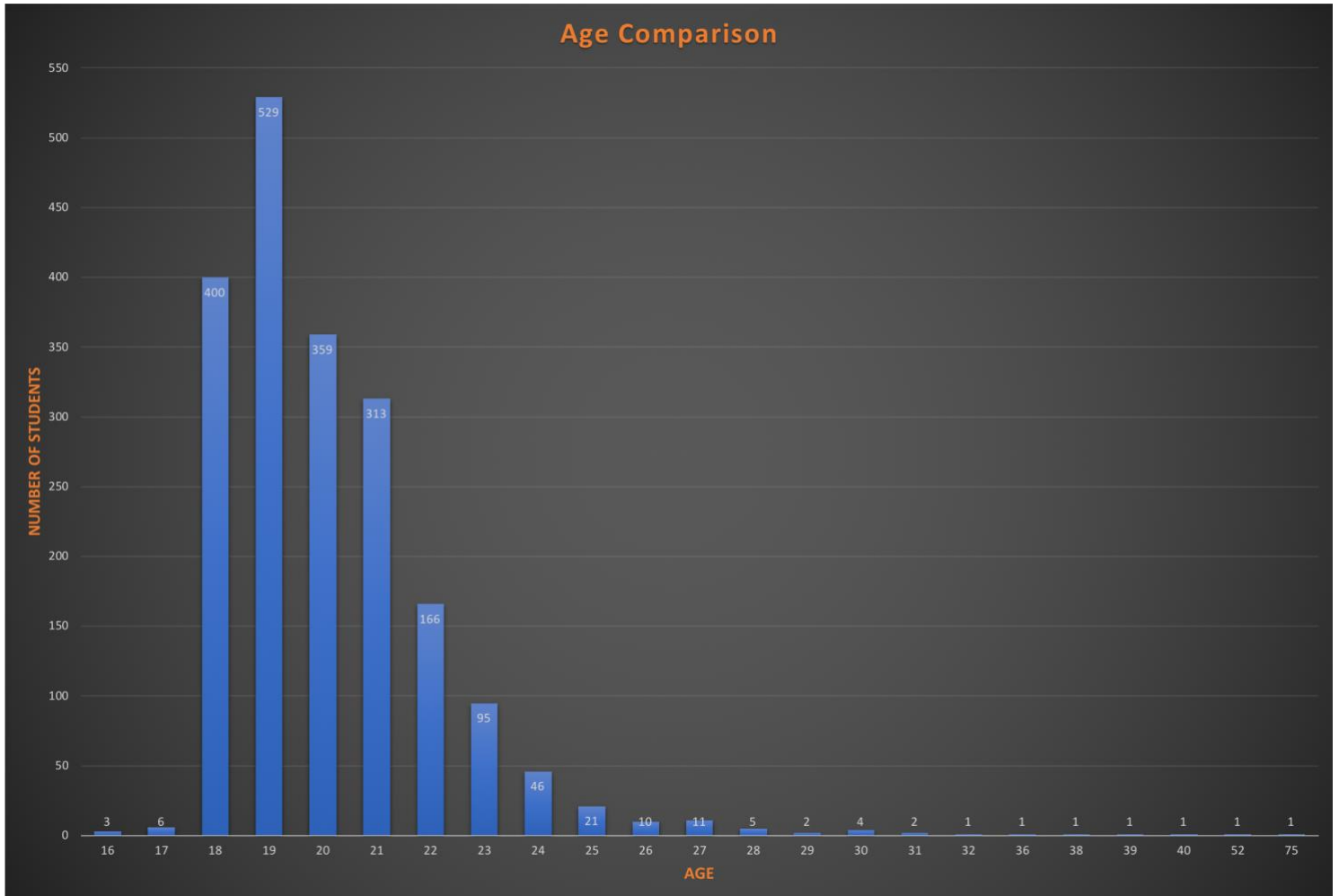
Spring 2018

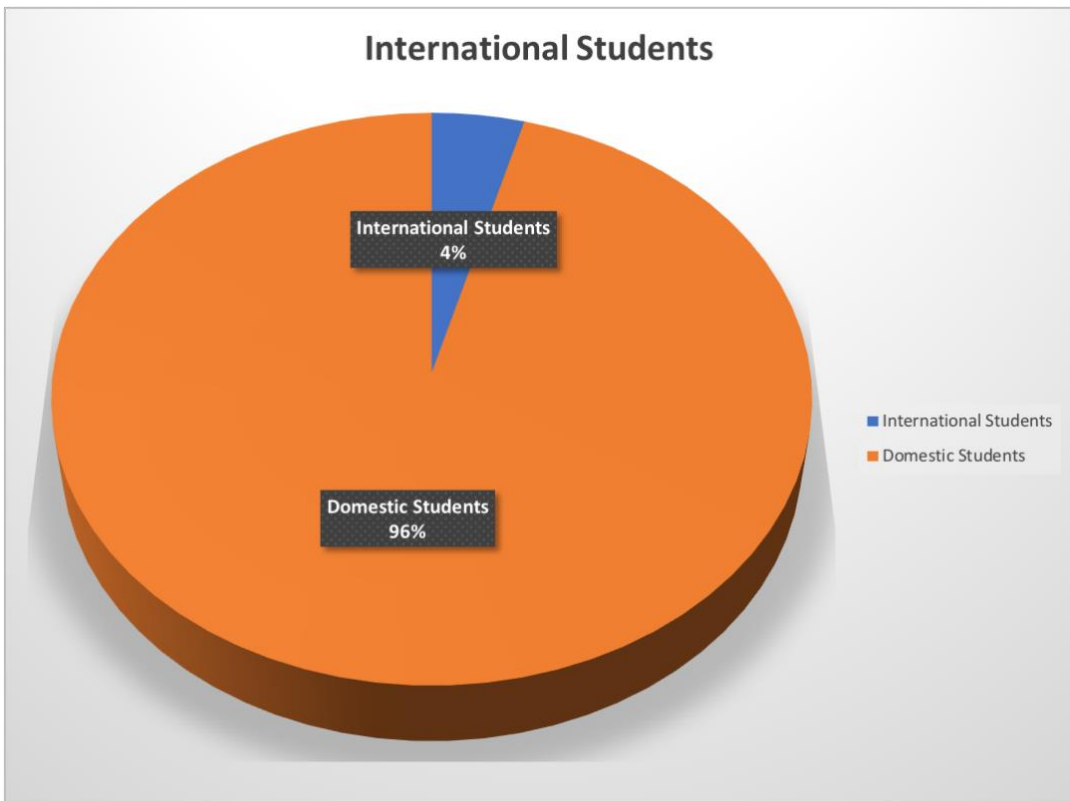
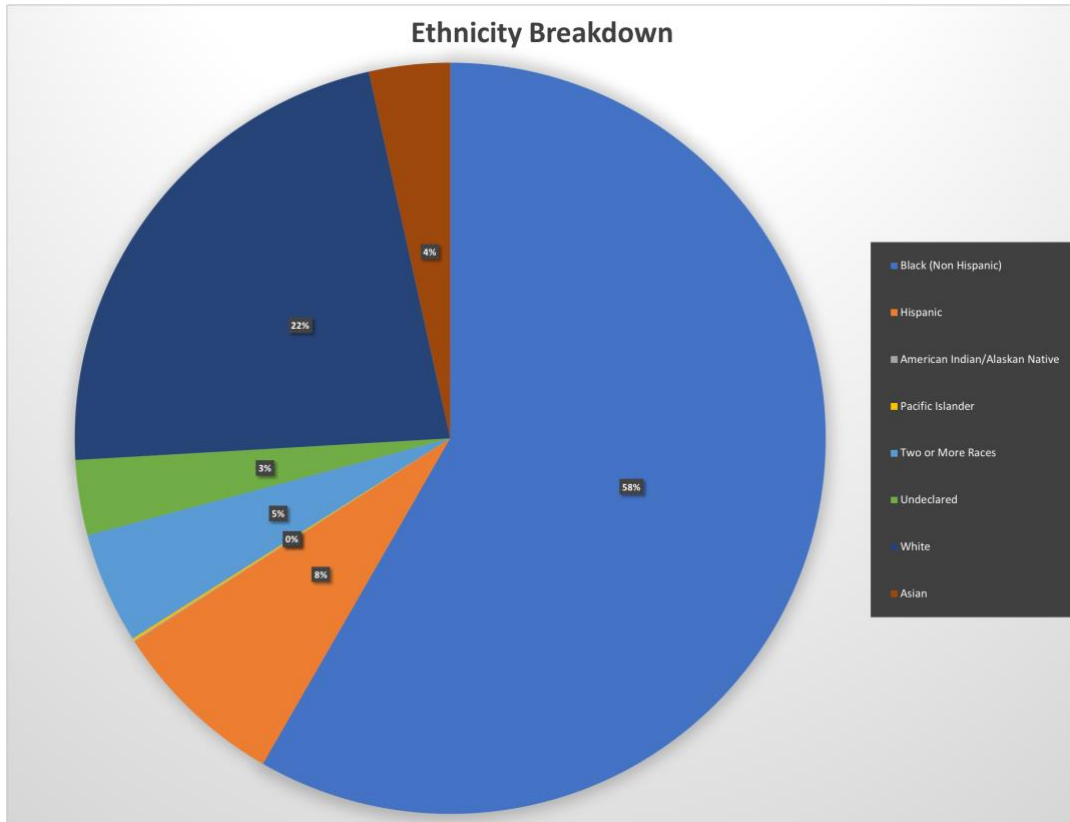
Committee	January	February	March	April	Total
Spirit and Traditions	0	387	42	104	533
Entertainment	0	0	156	1113	1269
Hot Topics	0	68	230	0	298
Total	0	455	428	1217	2100

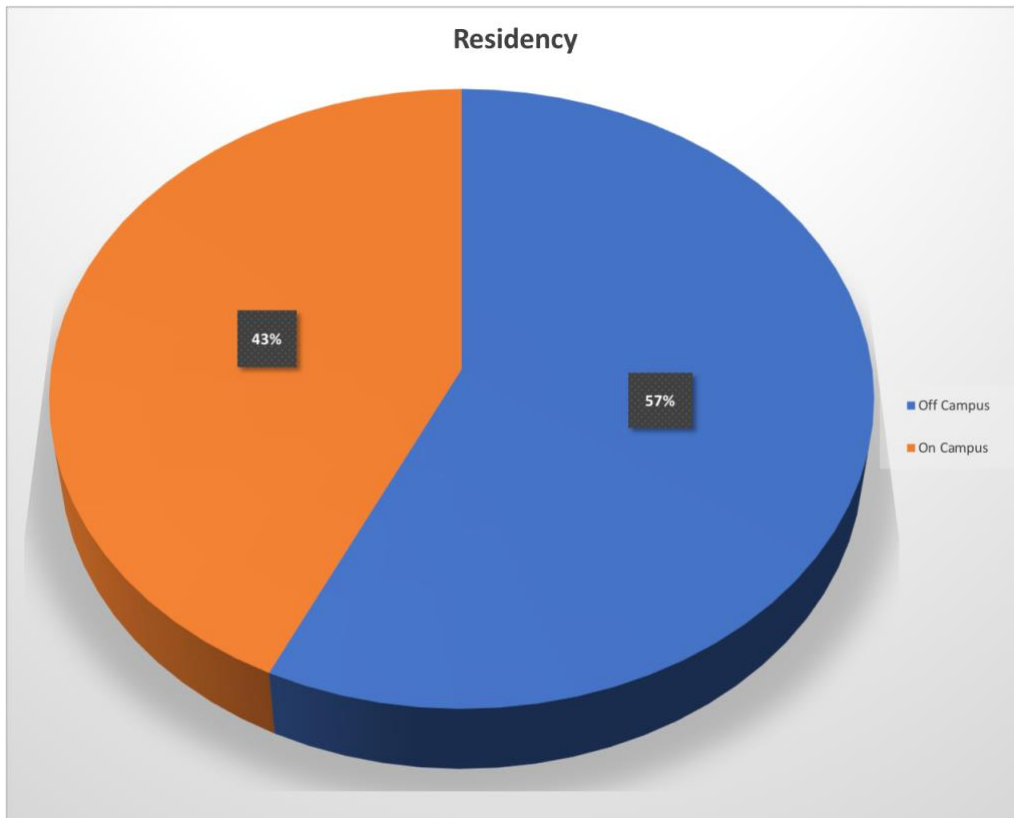
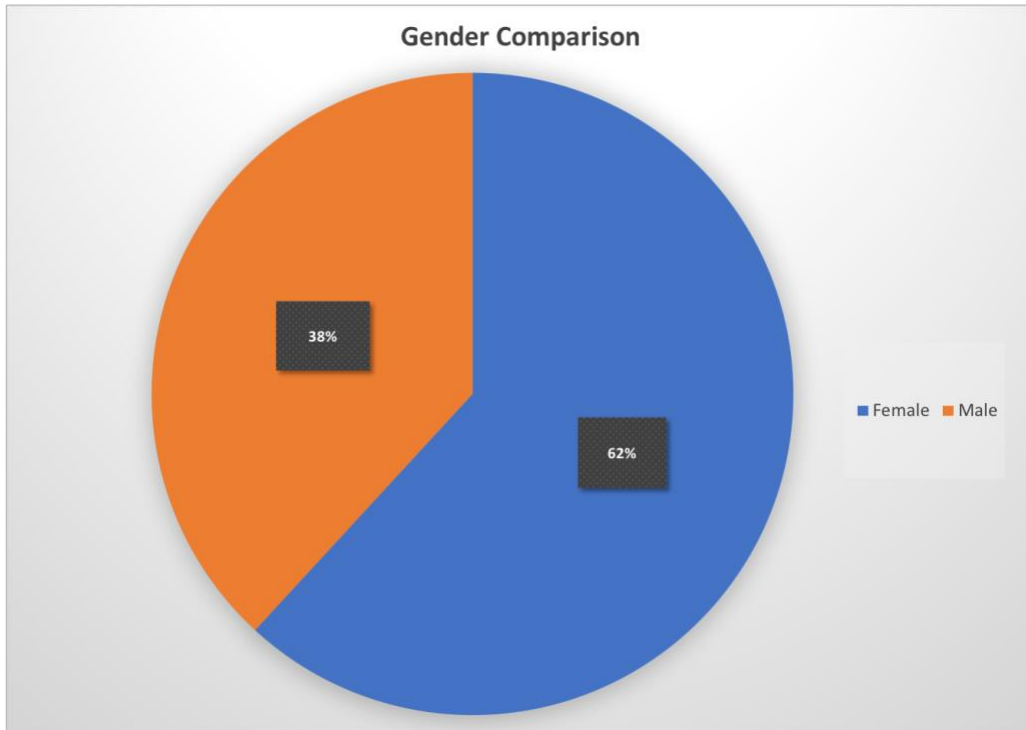
UNIQUE USER ATTENDANCE STATISTICS

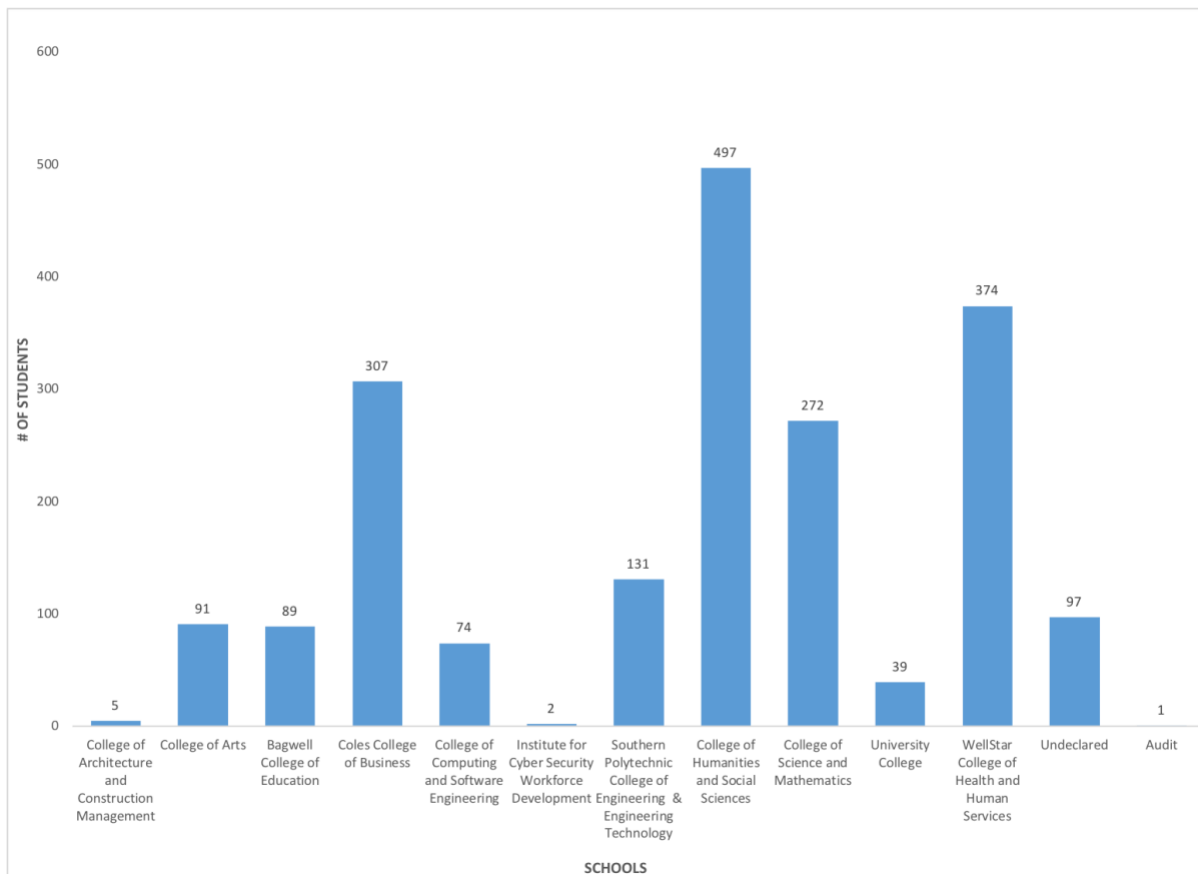
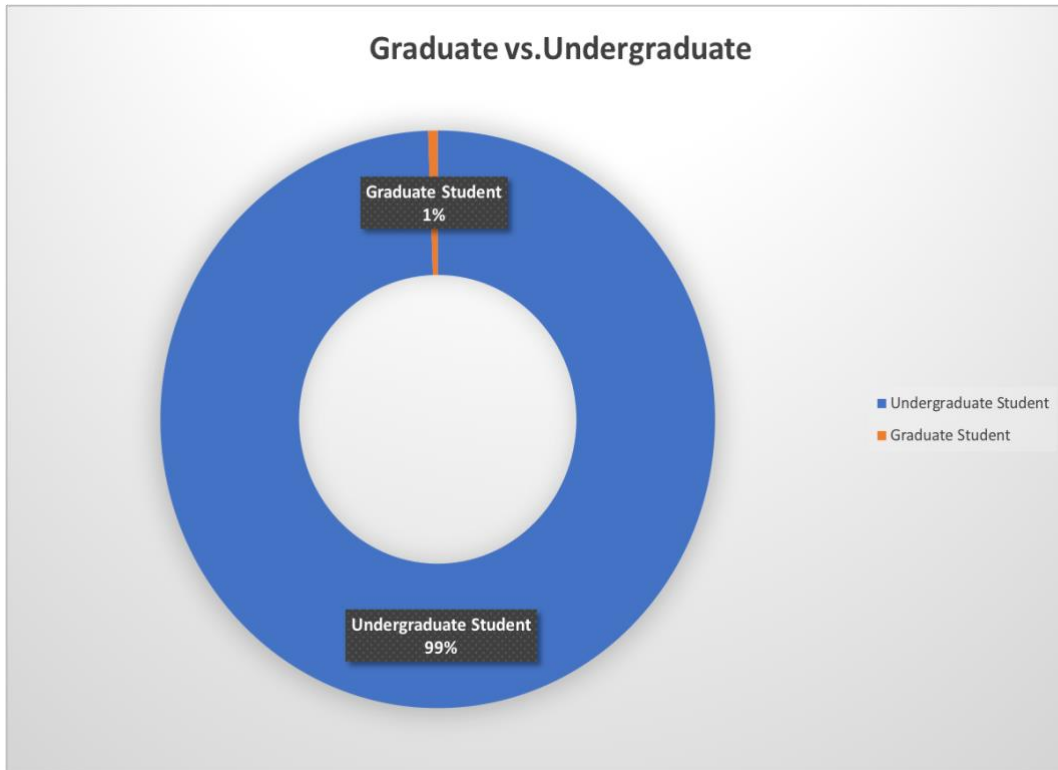
Total Number of Attendees (Unique User): 1979

Demographic Break Down:









PROGRAMS PER COMMITTEE

Spirit & Traditions

<i>Event</i>	<i>Date</i>	<i># of Attendees</i>	<i>Cost Per Person</i>
Trunk or Treat	10/24/17	66	\$2.98
Halloween Watch Night	10/25/17	122	\$5.32
Fright Fest Halloween Party	10/26/17	165	\$1.08
So You Think You Know Bae	2/12/18	97	\$1.45
Mentalist Show	2/14/18	158	\$15.82
Valentines Formal	2/15/18	132	\$2.48
Spring Fling Distracted Driving Simulator	3/26/18	42	\$59.53
Kool Down with KAB	4/19/18	104	\$5.63

Entertainment

<i>Event</i>	<i>Date</i>	<i># of Attendees</i>	<i>Cost Per Person</i>
KAB Meets Coachella	9/19/17	512	\$19.68
Holidaze	11/30/17	89	\$92.68
Silent Disco	3/29/18	156	\$20.26
KSU Day	4/12/18	1113	\$22.09

Hot Topics

<i>Event</i>	<i>Date</i>	<i># of Attendees</i>	<i>Cost Per Person</i>
Kurtain Kall	11/10/17	159	\$1.94
Netflix and Chill Lecture and Movie	2/13/18	68	\$1.52
Comedy Show	3/21/18	117	\$27.31
Spring Fling Lecture	3/28/18	113	\$19.47