

**Annual Report
2018-2019**

Prepared by:

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President**

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.

VALUES

Our values are built into our slogan: “KAB takes **FLIGHT**”.

- **Friendship**- We encourage relationship building through social networking.
- **Leadership**- We help students foster leadership skills through hands on experiences.
- **Inclusion**- We will create and uphold a diverse community that appreciates openness and equity for all students.
- **Growth**- We will help foster social and leadership development with KAB leaders and volunteers.
- **Happiness**- We will create a supportive and appreciative community that will help encourage over all happiness in our members.
- **Teamwork**- We will work together as an executive board, within committees, and with the whole organization in order to plan and execute successful events.

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.

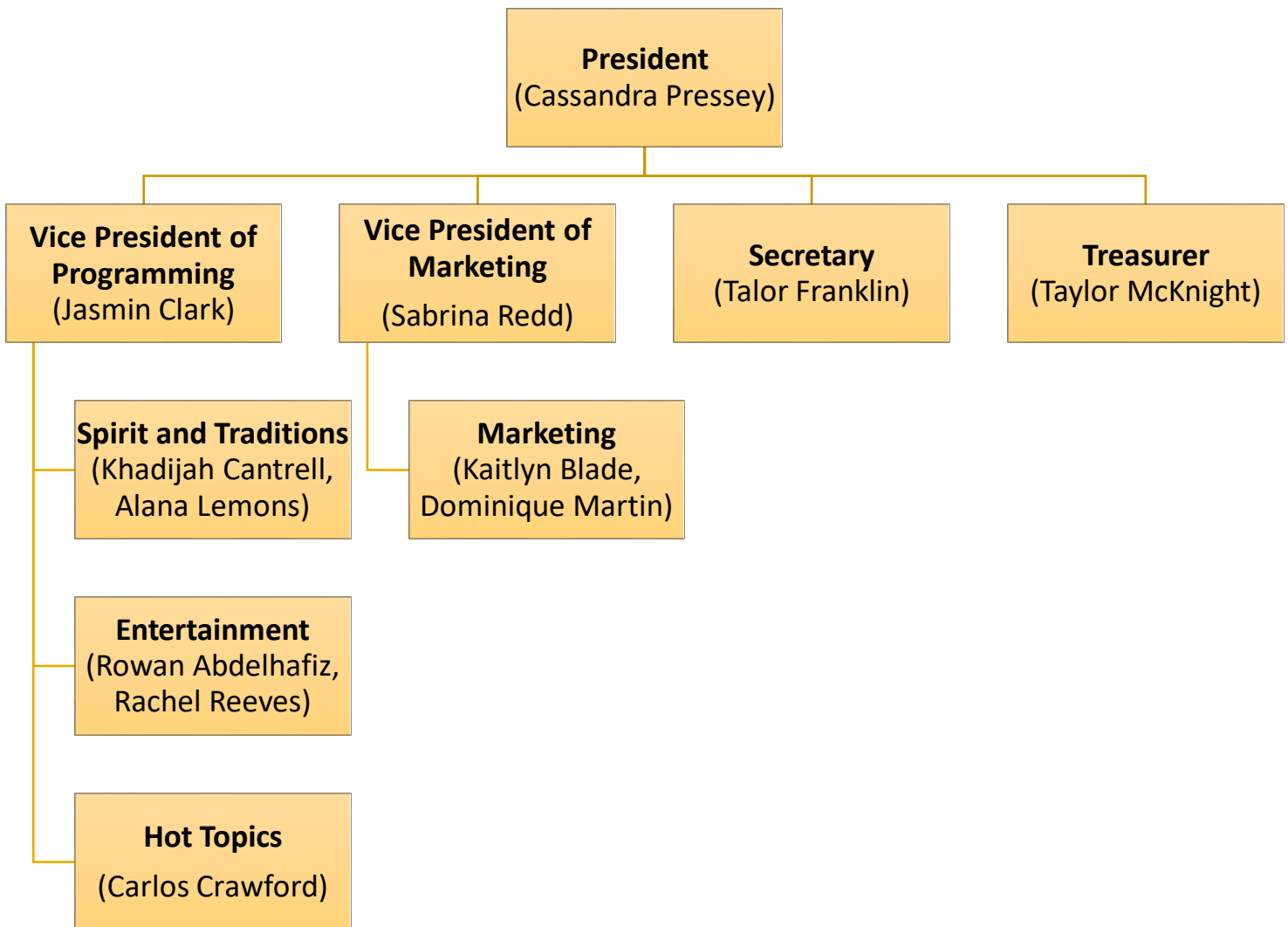
Marketing

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.)

KABBIES

Kabbies 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 Atlanta, Georgia.

Students selected following acts/vendors to come to campus: The Murder Mystery Company, Stuff-a-Heart and Ebony Stewart (Poet/Lecturer) from The College Agency, and The T-Shirt Guys and Airbrush Tattoo from Everything but the Mime.

2018-2019 GOALS

Goals	Results
Implement a system of organizing and tracking volunteers with a goal of at least 30 active participants this year	Inconclusive. Did not actively track volunteers for events.
Increase the number of events hosted for the year by 25%	Increased the number of events by 67%
Increase amount of over-all attendance for all events by 35%	Increased the overall attendance by 153%
Increase unique user count attendance by 20%	Increased unique user count by 136%

NUMBER OF PROGRAMS PER COMMITTEE

Fall 2018

Committee	August	September	October	November	December	Total
Spirit and Traditions	1	0	3	0	0	4
Entertainment	0	2	1	2	0	5
Hot Topics	0	1	1	0	0	2
Marketing	1	0	0	0	0	1
Total	2	3	5	2	0	12

Spring 2019

Committee	January	February	March	April	Total
Spirit and Traditions	0	2	2	0	4
Entertainment	2	1	0	2	5
Hot Topics	0	1	1	0	3
Marketing	1	0	1	0	2
Total	3	4	4	2	14

Total Number of Programs in 2018-2019: 26

Total Number of Programs in 2017-2018: 15

PROGRAM ATTENDEE NUMBERS

Fall 2018

Committee	August	September	October	November	December	Total
Spirit and Traditions	0	0	1743*	0	0	1743
Entertainment	868	591	116	458	0	2033
Hot Topics	0	17	56	0	0	73
Marketing	224	0	0	0	0	224
Total	1092	608	1915	458	0	4073

*Spirit and Traditions October number includes Homecoming Concert. The Homecoming concert attendance (1583) includes tap in for food and giveaways. Public Safety estimated 3,500 total attendees.

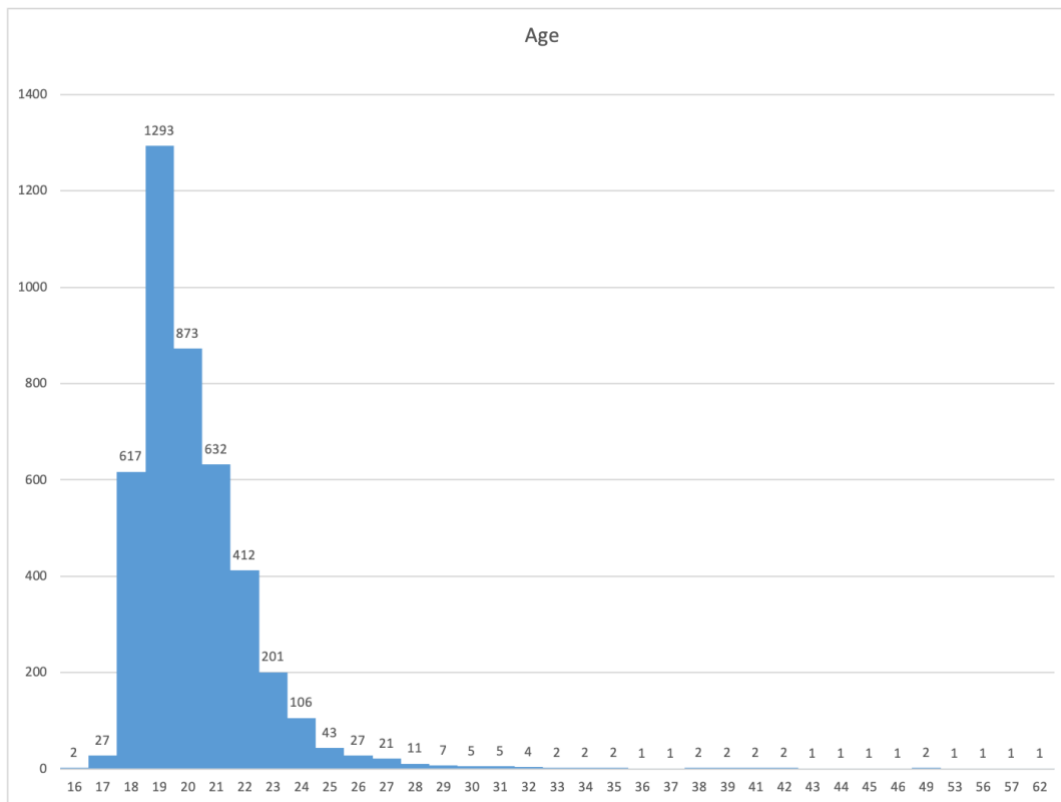
Spring 2019

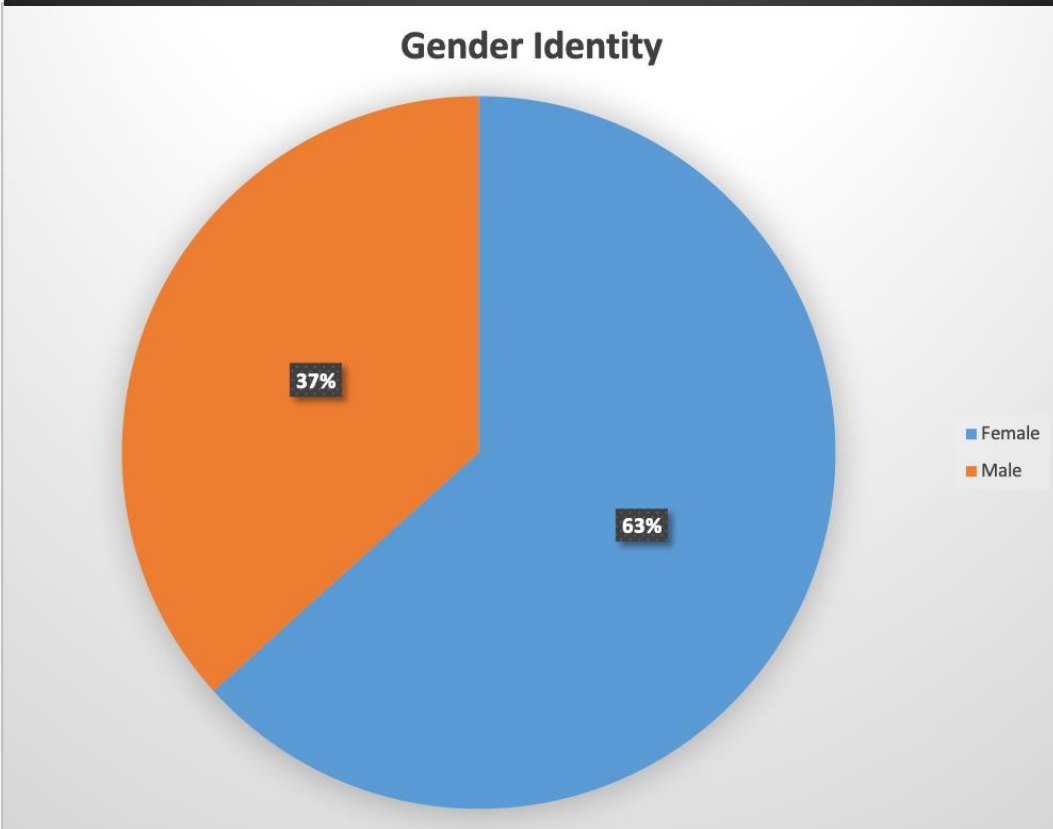
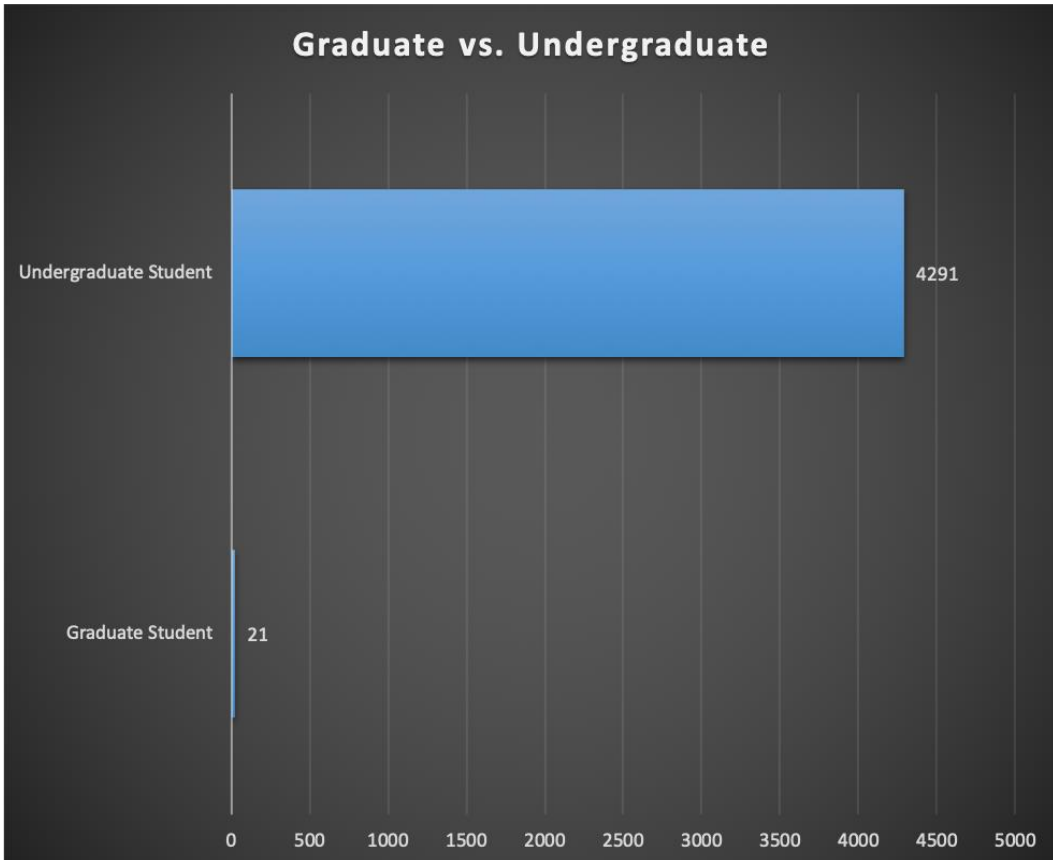
Committee	January	February	March	April	Total
Spirit and Traditions	0	193	282	0	475
Entertainment	343	99	0	2408	2850
Hot Topics	0	170	13	0	183
Marketing	271	0	281	0	552
Total	614	462	571	2408	4060

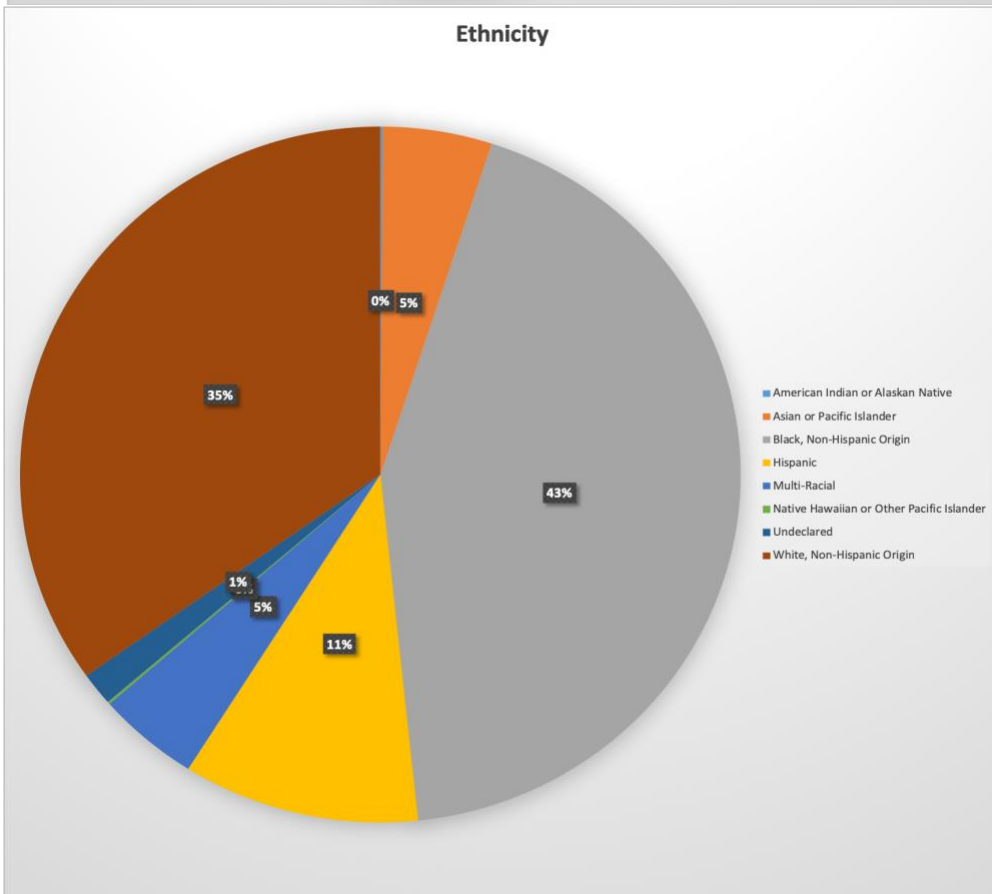
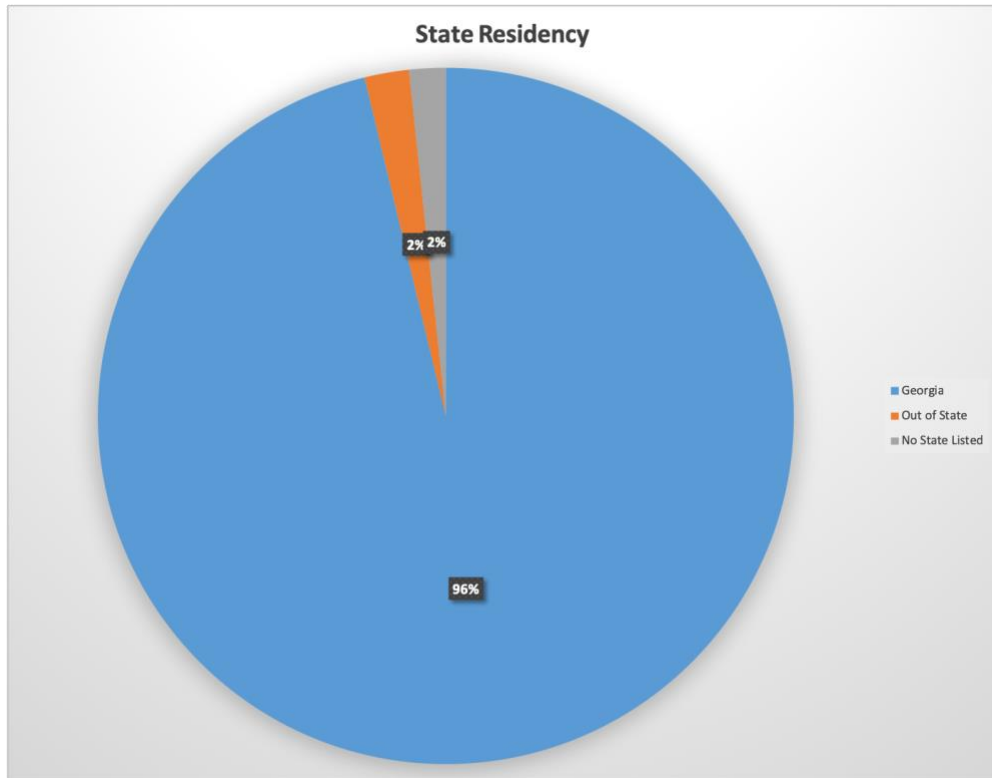
UNIQUE USER ATTENDANCE STATISTICS

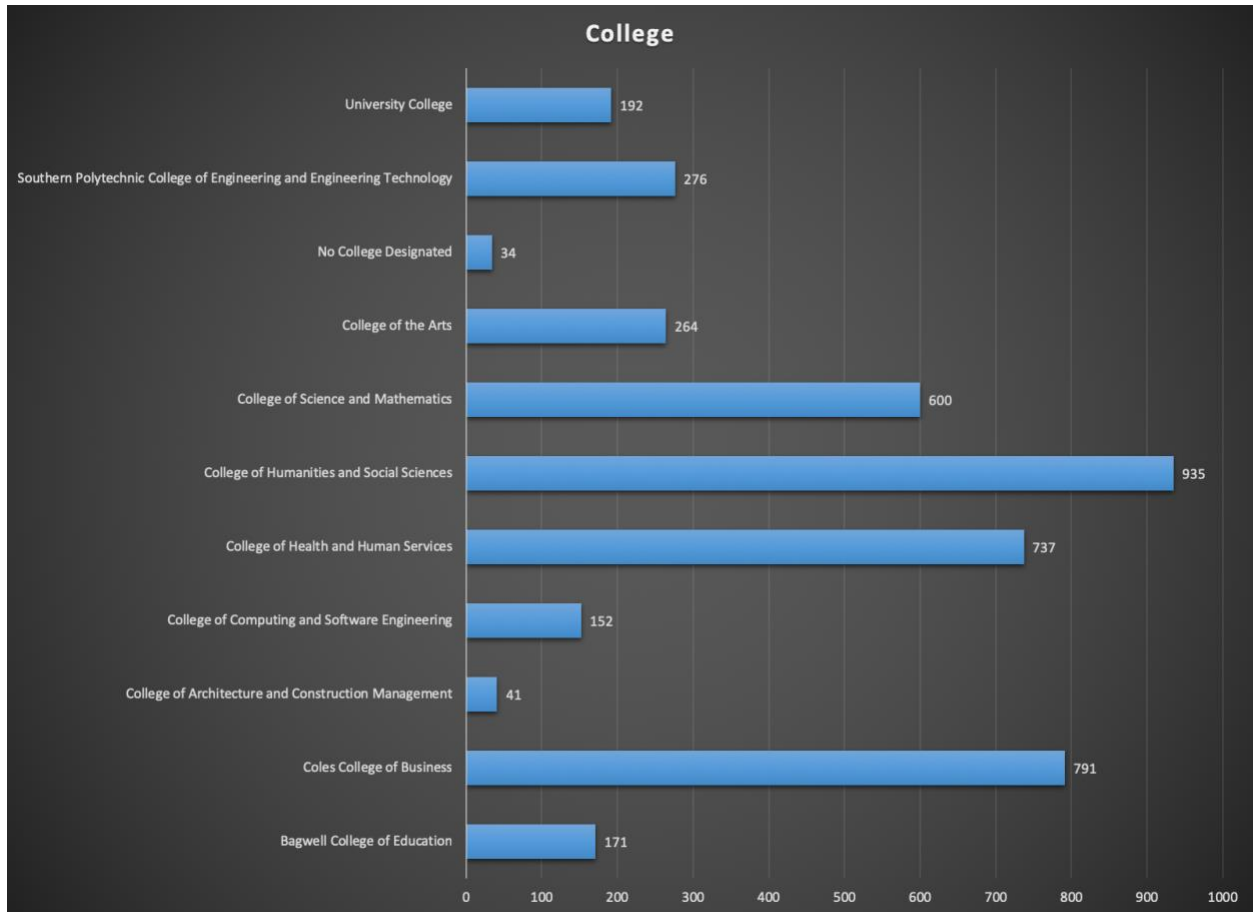
Total Number of Attendees (Unique User): 4665

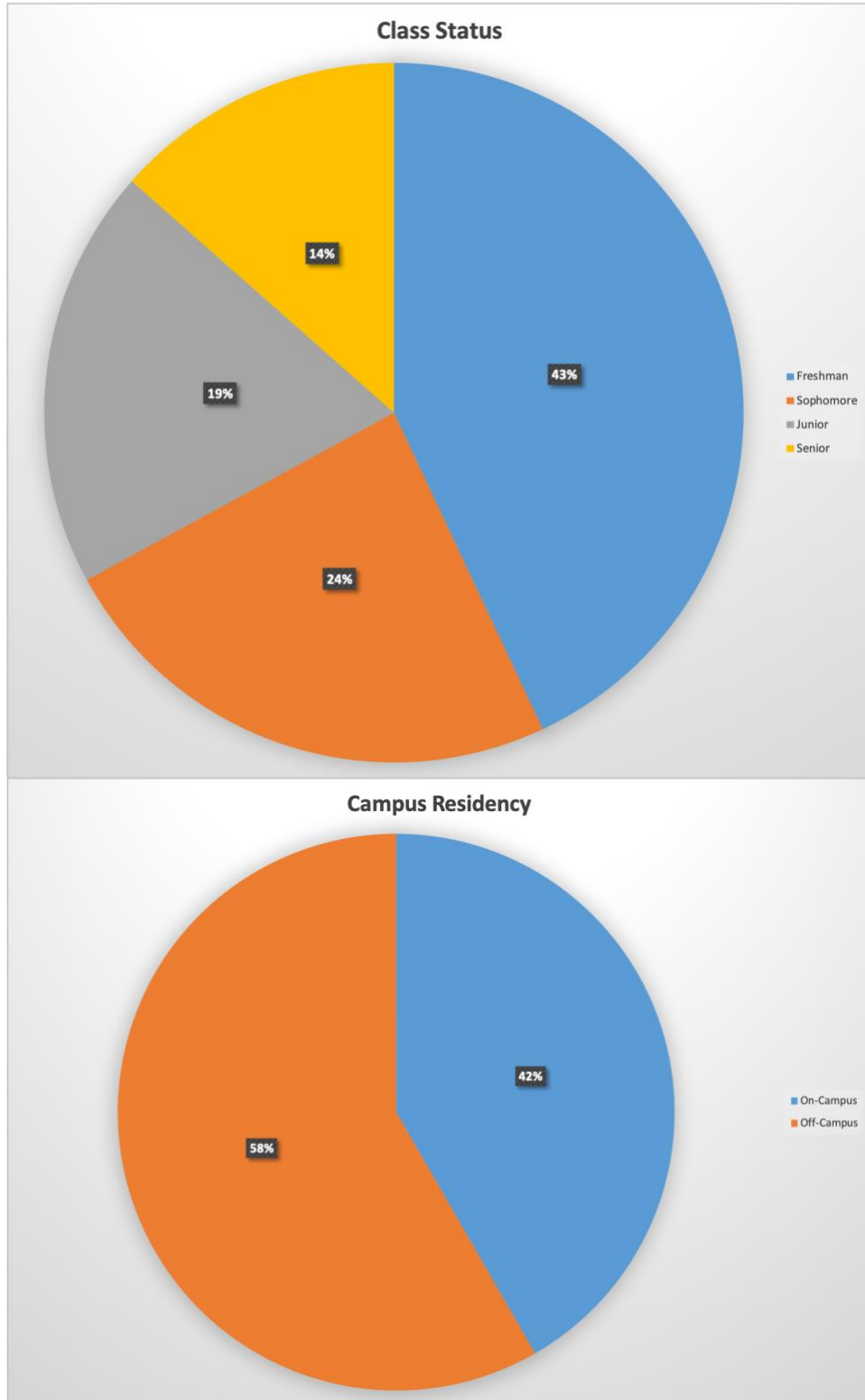
Demographic Break Down:

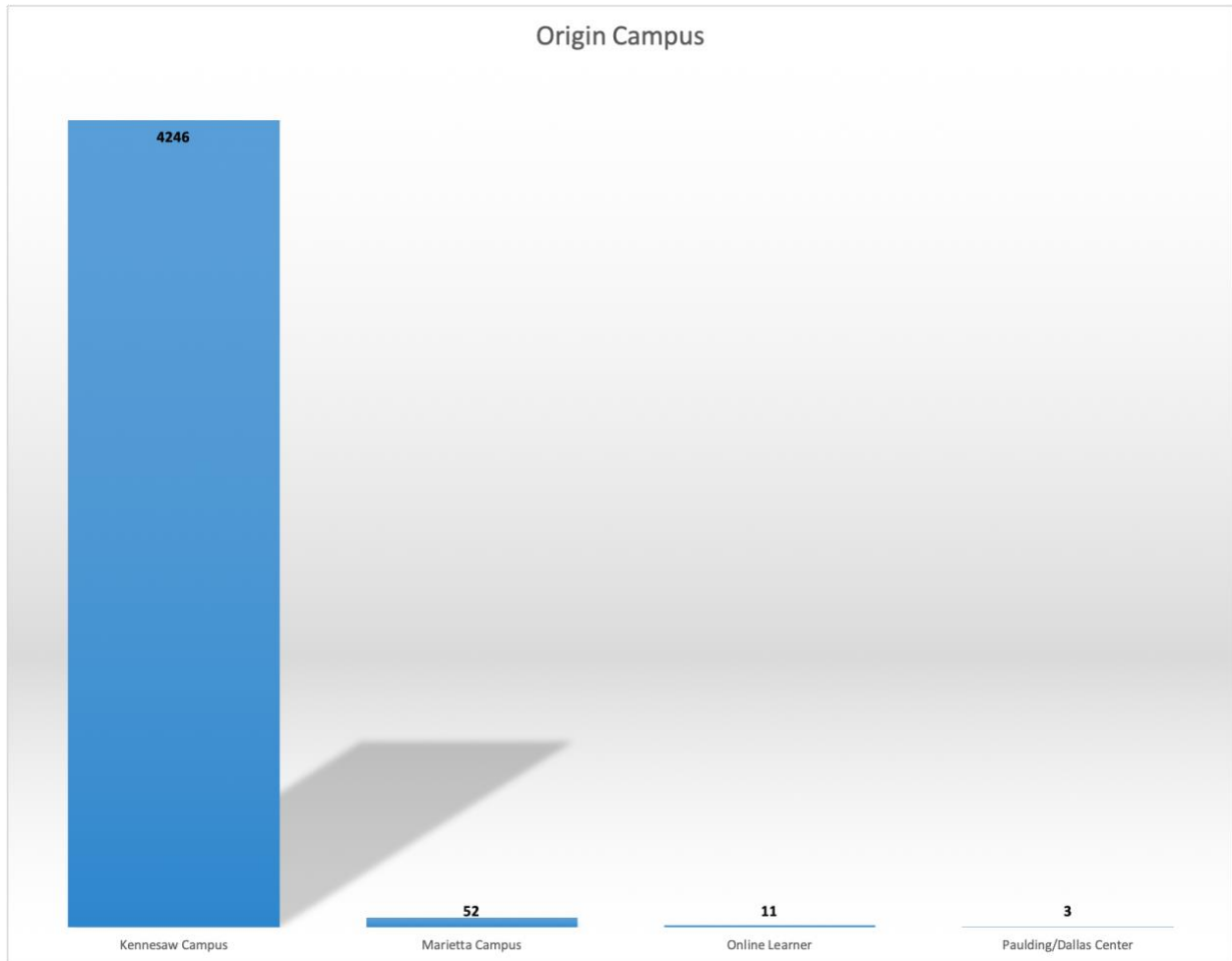












PROGRAMS PER COMMITTEE

Spirit & Traditions

<i>Event</i>	<i>Date</i>	<i># of Attendees</i>	<i>Cost Per Person</i>
Homecoming Concert	10/4/18	1583*	\$62.12
Halloween Movie Night	10/29/18	107	\$6.46
Spook and Seek	10/30/18	53	\$6.79
Valentines Game Night	2/12/19	88	\$3.92
Murder Mystery Show	2/13/19	105	\$28.44
Spring Fling: Game Night	3/27/19	80	\$5.43
Spring Fling: Comedy Show	3/28/19	202	\$17.33

Entertainment

<i>Event</i>	<i>Date</i>	<i># of Attendees</i>	<i>Cost Per Person</i>
KAB Fall Kick-Off	8/12/18	868	\$8.60
KABchella	9/13/18	452	\$18.45
Game Night	9/26/18	139	\$3.20
Laser Tag	10/10/18	116	\$9.90
K Factor	11/14/18	158	\$2.07
Stress Relief Event	11/29/18	298	\$9.31
Grocery BINGO	1/10/19	77	\$4.77
Aux Cord Wars	1/17/19	266	\$12.12
KAB Kick-Off	2/4/19	99	\$0.00
KSU Day	4/18/19	2269	\$11.14
De-Stress Yoga	4/29/19	139	\$12.83

Hot Topics

<i>Event</i>	<i>Date</i>	<i># of Attendees</i>	<i>Cost Per Person</i>
Work out with KAB	9/24/18	17	\$5.67
Breast Cancer Awareness Event	10/26/18	56	\$1.15
Spoken Word ft. Ebony Stewart/Stuff-a-Heart	2/14/19	170	\$24.54
Spring Fling: Safe Spring Break Workshop	3/28/19	13	\$0.00

Marketing

<i>Event</i>	<i>Date</i>	<i># of Attendees</i>	<i>Cost Per Person</i>
Wake Up with KAB	8/23/18	224	\$1.41
Warm Up with KAB	1/16/19	271	\$1.90
Ice Cream Social	3/20/19	281	\$4.19

*Homecoming Concert attendance reflects tap-ins for food, fanny packs and tie-dye t-shirts. Does not show guests who showed up afterwards just for the show. Public Safety estimates 3500 attendees total.