

Standing Committee Annual Report

Name of Committee or Council:

Homecoming Committee

Chair

Victor Felts & Nikki Loos Peterson
(co-chairs)

Meeting Dates in Current Year:

Once a month leading up to Homecoming

Major Actions or Accomplishments:

2014 HOMECOMING ACCOMPLISHMENTS:

ALUMNI EVENTS: below lists some of our traditional events and the guest attendance
Golf Tournament Attendance: 28 teams (113 participants)

5K Run: 103 participants

Alumni Awards Brunch: 143 participants

African American Alumni Mixer: over 300 participants

Greek Watch Party (new event): over 100 participants

Military Alumni Chapter Scholarship Dinner: over 100 participants

Football Letterman Breakfast: over 50 participants

Each year we are increasing in alumni and supporter attendance. In order to gain even more recognition for the upcoming Homecoming event, we are using a new RSVP and e-vite software system called Eventbrite. This system organizes RSVPs more efficiently, is extremely low in cost, allows alumni to pay by credit card online, shows the RSVP list so alumni know who will be attending and allows our office to work smarter and more efficiently so that our time can be spent on event organizing and networking.

This coming year's homecoming will prove to be an exciting one! The committee is already hard at work using the theme, "Red Tie Affair", as an idea starter for many marketing ideas! This committee is made up of many different departments on campus that each will contribute to a successful 2015 homecoming year!

STUDENT LIFE & ENGAGEMENT:

This year was a banner year for Homecoming events. The Theme "GOV Strong" proved to be popular with students and student organizations. Attendance increased from previous years at most events. Combining the parade with the Veteran's Day parade proved to be beneficial in increasing attendance along the parade route. The parade and float competition continue to be the most popular among student organizations. The Fight Song competition, in it's fifth year, is also one of the more popular and well attended events. The concert featuring Juicy J was the best attended and most popular in recent years.