

RCSA - Rutgers Commuter Student Association
Program Description for the 2022-2023 Budget

Our primary purpose is to advocate, serve, and fulfill the needs of commuter students at Rutgers University. We are currently a directly affiliated student organization, similar to other noteworthy organizations such as RUPA and RUSA. Our constituents include a great portion of the Rutgers population, and we host events on each of the campuses in a variety of locations. RCSA is an integral part of the Rutgers community as we provide both social and educational events for students, as well as advocacy, direct representation, and support to a substantial percentage of the student population. Our events reflect the mission statement of this organization and we require flexibility in our funding to meet these objectives.

1. Collaborative Events/Community Service: Bed Races, Holiday Charity Event, Rutgers Day, Workshops and other collaborative events.

- a. These are events not directly hosted by RCSA, but by other major departments or organizations of Rutgers University. RCSA participates and encourages other students to participate in these types of events to support the New Brunswick community and/or charity organizations.
- b. Workshops: Events set up to teach students valuable skills and information, such as a car maintenance workshop.

2. Events: Socials Events, SunnySide Start Up, Wellness Wednesdays, and Welcome Events.

Social Events: Themed interactive events for commuter students to partake in and enjoy themselves. Social events are ways to encourage commuter students to introduce themselves and communicate with one another, while also providing opportunities for relaxation.

- a. Spring Carnival: A night where students will be provided an inviting carnival themed atmosphere which will allow students to relax and mingle with the other members of the student population while playing a variety of games. This evening event will also increase awareness of the resources RCSA offers.
- b. Mocktails and Painting: A themed evening social where students can paint and enjoy snacks and non-alcoholic drinks in a relaxed environment. This event reaches students with a wide variety of interests and supports commuter students as they integrate into the student population. The cost of this event has increased to maintain sanitization.
- c. Halloween Craft Carnival: During this event, students get the opportunity to participate in arts and crafts based on Halloween themed activities.

- d. Game Nights: These monthly events will provide commuters with more frequent opportunities to interact with other students and enjoy exciting and fun-filled evenings.

Sunnyside Start Up: Students may attend a free brunch while meeting with University administrators and fellow students. The administrators from different departments (i.e. Career Services, CAPS/HOPE, RUPD, etc.) come and speak with the students about the services and resources they provide, which may be of use to them. A largely successful branding event for RCSA, as it provides convenience and information sharing to all of the students and administrators that attend. This series of events has amassed its own following, receiving up to 130 students per event. The costs for this event has increased to ensure that high levels of sanitization will be maintained throughout and to account for the increase in the amount of servers that may be needed to accommodate a safe buffet and to account for the increase in food costs.

Wellness Wednesday: This event offers commuter students the opportunity to interact with other students and learn about the different health related resources and programs that Rutgers offers. These events are important because they inform students about the resources that they have access to and can utilize.

Commuter Welcome: Provides incoming commuter students with the opportunity to socialize and meet one another before classes begin. This might be their first exposure to the Rutgers atmosphere, and allows them to create relationships and connections with fellow commuter students. Students are then escorted to Convocation by RCSA.

Commuter Return Ice Cream Social: Provides returning commuter students with the opportunity to begin the year learning about all the new initiatives and resources RCSA and Rutgers University has to offer.

3. Recruitment: General Tabling, and General Interest Meetings.

General Tabling: Information contact tables increase student awareness of upcoming RCSA events, answer questions from commuter students, and notify students of resources available at Rutgers.

General Interest Meetings: We provide refreshments for prospective members to learn about RCSA, what we offer commuter students, and how to get involved.

4. Marketing: Posters, Flyers, Social Media Advertising, and Commuter All-Star Pass.

a. Posters

- i. Events: For each event we create two posters for advertising before and during the event.
- ii. Collage Posters: At the beginning of each semester, we order posters for each student center and both commuter lounges.

- b. Flyers: We order collage flyers for each semester with a listing of every event. Other flyers include handbills and table tents for specific events.

- c. Social Media Advertising: These paid promotional posts aim to promote events and our organization. They also help increase event attendance and engagement.
 - i. Facebook Promotions
 - ii. Instagram Promotions
 - iii. Snapchat Geofilters
 - d. Commuter All-Star Pass: An incentive-based program to increase student attendance at events and meetings and to promote and spread awareness about RCSA. Students will get a chance to win prizes based upon frequency of attending events.
- 5. **Overhead: Office and Program Supplies, Giveaways, Brochures, Equipment and Furniture Repairs.**
 - a. Office Supplies: We operate in our Busch Commuter Lounge in room 171 in the Busch Student Center, 5 days a week and periodically in our Douglass Commuter Lounge, which is located on the second floor of the Douglass Student Center. We need to stock the lounges with ink, printer paper, plexiglass for desks, cleaning supplies, lotion, and hand sanitizer for two lounges. The costs for this section have become larger because of the increased need for cleaning supplies and hand sanitizer.
 - b. Giveaways: RCSA is asked to participate in orientation as well as other University events that require us needing more giveaways and promotional materials.
 - c. Equipment and Furniture Repairs: This will cover any unexpected costs, such as new equipment and furniture repairs needed in the commuter lounges during the years we are not eligible for capital equipment funding.
 - d. Weekly Meetings: During some weekly meetings, board members are offered refreshments. This only applies to specific meetings.
 - e. New computers : This school year RCSA requires new computers in the lounge due to the increased activity and the age of the current computers causing them to not function properly. The new equipment will provide students with more efficient use of the commuter lounge and will offer greater resources to the student population.
- 6. **Fixed Costs: Materials we need as an organization.**
 - a. Polos/Shirts: They are required for all board members to wear during summer orientation as well as during RCSA-hosted events.
 - b. Training: We have three training sessions that are mandatory by the department for all board members to attend as they cover a majority of the planning process for the upcoming year and contribute to teaching skills necessary for all executive board members to utilize in assisting commuter students. Training takes place over 2 days in August, 1 day in January for board members who join mid-year,

and 3 days in May. We provide food to members during these training sessions because they are full day sessions.

7. Potential Uses of Generated Revenue: Each year the executive board decides the maximum amount they are willing to use of their generated revenue. For this upcoming year, the amount we decided on is up to \$3,000. We may use this for a variety of purposes.

- a. End of Year Banquet: We host a thank-you dinner for the time and dedication of our executive board at the end of the spring semester.
- b. Executive Board Team Building Activities: These include interactive, social events for our executive board members to bond and build relationships.
- c. Additional Collaborations with Other Departments: In the past, RCSA has collaborated with other organizations to accomplish initiatives such as charging stations in every student center.
- d. Additional Charitable Donations: In addition to collaborative events, we may contribute to local charitable organizations to support the New Brunswick community.
- e. Survey and Event Prizes: We conduct surveys to assess the needs, interests, and concerns of the commuter population with incentives for them to win prizes. Along with this, during some of our events, participants have the opportunity to win prizes.

If there are any queries regarding the elements of the budget, please feel free to contact us and we will be happy to address them. Thank you.

Nandini Sareen
RCSA Treasurer 2022-2023.