GOALS

- Achieve program audience over 50,000 with 25% of programs being academic partnerships.
- Implement changes based on 2019 CPR results to create a more welcoming and inclusive environment through diversity education experiences and anti-racism training.

WORKING OUR WAY OUT OF COVID-19

- Helped pioneer return to safe, socially-distanced, in-person/hybrid student programming.
- Posting recorded programs resulted in thousands of extra views.
- Podcasts became a new vehicle for committee programming.
- 14 Programs met or exceeded expected audience projections.

Social Media

- Facebook: 5,846 Followers
- Instagram: 1,863 Followers
- Twitter: 3,956 Followers

MSC OPEN HOUSE

- Instagram: 4,695 Peak Followers
- 240K Account Impressions
- 16.2K Accounts Reached

MSC BUDGETED REVENUE

- Self-Generated Funding: 38%
- University Advancement Fees: 15%
- Gifts: 47%
- Total Budget: $7,333,901

MSC BUDGETED EXPENSES

- Programs, Operations, Utilities & Maintenance: 65%
- Professional Salaries and Benefits: 33%
- Student Wages: 2%
- Total Budget: $7,333,901

Program Highlights

- 1,131 Student Committee Members
- 83 External Programs with Attendance of 43,139
- 108 Internal Programs with Attendance of 3,200
- 67,744 Tickets Sold by the MSC Box Office
- 26,063 Lost & Found Items Logged
- 55 Virtual Events with 45,491 Viewers
- 3,563 Average GPA of MSC Student Member
- $286,919 in Annual Giving
- $559,176 in Endowment Income
- 9 International Programs Sponsored

Partnering with students to develop engaged and empowered global citizens.