



**2019-20**  
**a year in review**

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# PROGRAMMING FOR STUDENTS, BY STUDENTS.

The RIT College Activities Board is a student-run organization that serves as RIT's premiere organization for event planning and campus programming.

The mission of CAB is to provide a diverse and unique assortment of events to entertain and engage students outside of the classroom. CAB prides itself on creating, planning, and executing quality events in collaboration with campus partners for the RIT community.



# MESSAGE FROM THE DIRECTOR

With the year coming to a close, I look fondly to my time with the RIT College Activities Board. I have worked for CAB since my first year at RIT, and have gained a deep appreciation for the work our staff does each year in order to enhance student life.

The 2019-2020 academic year provided unique opportunities for growth and restructuring for the RIT College Activities Board. We provided as many engaging and unique opportunities as we could to help elevate the student experience. We remain committed to enhancing the student experience and worked to collaborate with other groups trying to do the same. As such, we made it a goal of ours to reach out and contact those groups more often and it enhanced our programs greatly, as well as helped us to serve the RIT community better.

The end of the year took us, as well as many other organizations for a turn. As we began to navigate these new waters during the COVID-19 outbreak, and still are, I am proud of the CAB team for working to continue providing programming for students even in a virtual setting.

As we celebrate our successes, and continue to navigate these challenging times, we look forward to a future where CAB can continue to provide the student body with engaging, exciting, and unique events.

- Katrina Temple

# 2019-20 VISION

## Tell Our Story

We want to educate the RIT community about ways our organization contributes to student life. Through marketing events that communicate our story and digital content that showcases our staff members, we will work to engage the new audience coming into RIT as well as the audiences already established here.

## Hold Successful Events

Our number one priority in CAB is to elevate the student experience. We do that by facilitating meaningful connections through holding successful events. There are two aspects to success: internal and external. External success is measured through attendance and the quality of the experience by the students. Internal success is through following the proper event planning, marketing, execution, and archiving procedures set by CAB. Through enhancements to internal training and a focus on last year's feedback we can build a better internal team and an experience for the RIT community.



## Expand Senior Night

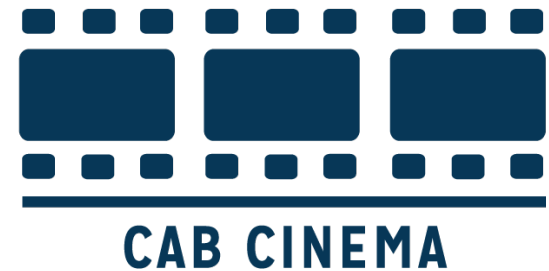
We want to engage more seniors than ever before by increasing the size of senior night and allowing more students to attend, through a restructuring of what the event entails and a larger venue.

## Prioritizing Collaboration

We want to prioritize collaboration with other on campus organizations. We are a resource for clubs and students organizations and believe that through our diverse on campus groups we can elevate the student experience.

# EN GAGE MENT

Facilitating meaningful connections is our number one priority here at CAB. We work to find unique ways to connect students and elevate the student experience here at RIT. We do this by building communities, friendships and traditions, giving students something to look forward to and engaging them outside of the classroom. We have four divisions of events that we put our focus on to show students a great time.





# SIGNATURE

Connecting students  
to the RIT campus.

**11** UNIQUE  
EVENTS

**73** AVERAGE  
ATTENDEES

**113** ATTENDEES AT OUR  
LARGEST EVENT

## EVENT HIGHLIGHTS



The Signature Event Team's largest event this year was Blast from the Past, enjoyed by over 100 students!





# RECREATION & TRAVEL

Connecting students to places beyond campus.



## EVENT HIGHLIGHTS



The Recreation & Travel Events team tries to plan at least one overnight trip during the academic year. This is the second year they traveled to Stratton Ski Resort for a weekend of snow sports!



Trip to Niagara Outlets was their most attended this year, with 81 students joining!



## CAB CINEMA

Continuing RIT traditions with  
Thursday Night Cinema.

**22**  
MOVIES  
SHOWN

**154**  
AVERAGE  
ATTENDEES

**244**  
ATTENDEES  
AT LARGEST  
EVENT

**4** MOVIE  
CO-SPONSORSHIPS

## ACCOMPLISHMENTS

- The CAB Cinema team held their first movie in the MAGIC Center, beginning a partnership to host movies there and improve the student viewing experience.
- "30 Questions" video with CAB Cinema created to provide insights to our event setup process. View here: [www.youtube.com/watch?v=gwDwJB4ArOg](http://www.youtube.com/watch?v=gwDwJB4ArOg) or at [cab.rit.edu](http://cab.rit.edu)!



**ZOMBIELAND  
DOUBLE TAP**

**Us**  
October 31st  
9:00-11:00PM CC  
Ingle Auditorium  
from the maker of Get Out! CAB Cinema Presents  
#RITCAB @RITCAB cab.rit.edu

**TOY  
STORY  
4**  
september 19  
8:30 - 11:00pm  
ingle auditorium



# MAJOR EVENTS

## Large-Scale Programming.

**1. FallFest** is a multi-day festival that welcomes new and returning students to campus. Partnering with Student Government, we were able to hold the most successful FallFest RIT has ever seen! Through the hard work and dedication of our staff over the summer break, our team was able to plan this successful weekend which included showing Detective Pikachu the movie, holding a trivia night, taking students to Seneca Park Zoo's ZooBrew, and of course, a huge carnival! We are hoping this festival weekend will grow to be as big as FreezeFest and SpringFest in the upcoming years. The weekend, Sept 5-8th, 2019, had over 1500 unique participants! Find our event video at [www.youtube.com/watch?v=kGvTOPQkMcU](http://www.youtube.com/watch?v=kGvTOPQkMcU) or at [cab.rit.edu/](http://cab.rit.edu/)!



Thursday, 9/5



This year we kicked off the weekend by showing Detective Pikachu on Thursday night in Ingle Auditorium. We kicked the festival weekend off with over 200 attendees.

Saturday, 9/7



Finally, on Saturday we took over the Gracie's Fields with three large carnival rides, four delicious food trucks, and as many student organizations/clubs as we could fit on the trail there. We had over 1000 students attend and we are already looking forward to growing this festival for Fall 2020!



Friday, 9/6



On Friday, we had a battle of the wits in Fireside Lounge with Trivia Night. Of the over 100 participants, the winners received – you guessed it – epic bragging rights! We also brought 38 students to Seneca Park Zoo for their annual ZooBrew event that night.

## Attendance:

FallFest  
Carnival = **1,168**

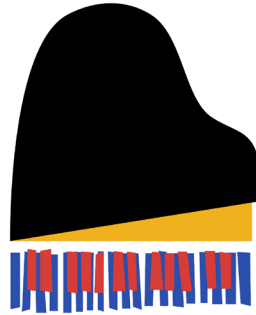
Detective  
Pikachu = **229**

Trivia  
Night = **91**

Zoo  
Brew = **32**

## 2. Brick City

participation: in mid-October, families and alumni come to campus for Brick City Weekend, a festival to celebrate alumni, students, parents & families, faculty, staff and friends of the university. CAB hosted Dueling Pianos and Family Paint Night. Both were a great deal of fun!



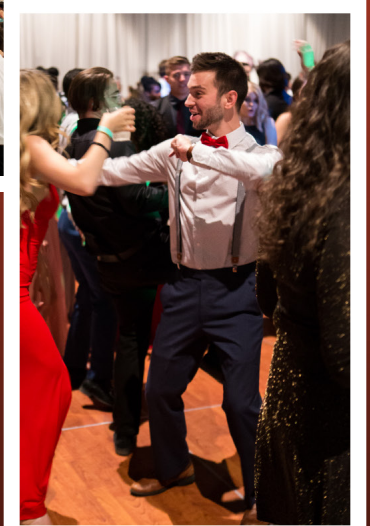
## 3. Senior Gala

is our glamorous annual night of music, food, and casino games to celebrate graduating students. Planning began the previous year near the end of Spring semester to prepare for this event held at the end of November. This event sold out in under 24 hours - even faster than previous years. We ended up opening up the registration for an additional 100 students to accommodate the waitlist and had a total of 1100 students attend the event! The evening was held at Rochester Riverside Convention Center and we plan to grow the capacity in the coming years due to this event's popularity.



1,018  
ATTENDEES  
THIS YEAR

700  
ATTENDEES  
LAST YEAR



**4. FreezeFest** is a multi-day festival that takes place during week three of the Spring semester, and involves multiple organizations on campus to celebrate the weather in Rochester and welcome students back to campus after the winter break. It typically involves a Thursday Night movie, festivities in the SAU lobby and fireside lounge on Friday, and events throughout the SAU and Campus Center on Saturday. This year, we featured seven CAB events and even more events from other organizations. Find our event video at <https://www.youtube.com/watch?v=CvoOXe9fRMw> or at [cab.rit.edu](http://cab.rit.edu)!

**1,924**  
UNIQUE  
ATTENDEES



Knives Out Movie = **368**



Mechanical Reindeer = **143**



Freeze-Festivities =  
**366**



Build-A-Buddy = **502**



Jon Fisher  
Musical Comedian =  
**136**



Escape Rooms = **432**



The Big  
Football Game = **427**

**OUR TEAM  
AT WORK**





**5. SpringFest** is a multi-day festival that takes place during the second to last week of the Spring semester. The weekend involves multiple organizations on campus including students clubs and groups coming together to celebrate the end of the academic year. Many of the events are held outside and celebrate the diverse groups on campus. This year we had planned for a music festival theme that would involve the talented students here; Unfortauntely, SpringFest 2020 was cancelled due to COVID-19. Our team is eager and excited to get ready for next year however, and have already started the planning!

## A Change In Programming.

Similar to many other organizations, CAB was greatly impacted by the COVID-19 pandemic; however, through these challenging times, our team was able to provide programming to students. Our team worked on four virtual events, and while it was a rocky start figuring out how to navigate these new waters, we were able to make a few unique impressions on students while they lived through this time. The events include:

1. **Virtual DIY:**  
It's Easy Being Green
2. **Virtual Bingo**
3. **Virtual Kahoot Trivia**
4. **Virtual Yoga**



# OUR EXECUTIVE TEAM BOARD



**Katrina Temple**  
Director

**Major/Minor:** Graphic Design/Ad & PR

**Graduates:** 2020

**Interests:** Emerging Technology, the future of work, board games, paper mechanics

**Fun Fact:** My favorite movie of all time is The Emperor's New Groove.

Kat is responsible for overseeing the executive board, ensuring timely approval of events, and working with the Associate Director of Campus Life Programs and other campus organizations to establish well-balanced campus programming. She also defines and develops the organization's long-term goals, and is responsible for CAB and all that we do!

**Major:** Advertising & Public Relations

**Graduates:** 2021

**Interests:** Dancing, reading, people, and telling jokes.

Destiny guides the event managers in achieving our overall goal at CAB, to provide a diverse, unique, and entertaining experience for the RIT community. She relays emails from external and internal organizations to event managers aiding collaborations and works closely with the director to achieve the long-term goals of CAB.



**Destiny Cowans**  
Events Coordinator

**Major/Minor:** Industrial Design/  
Mechanical Engineering

**Graduates:** 2021

**Interests:** Performing arts, climbing things, challenges by any definition.

**Fun Fact:** Played the stepmother in 'Cinderella: The Musical' in Hong Kong.

Ailene facilitates the work of the marketing team (designers, social media, web development), and ensures event information is relayed effectively both internally and externally so RIT always knows what we're up to. She also helps push CAB towards achieving long-term marketing goals.



**Ailene Lung**  
Marketing Coordinator



**Madison Griebel**  
Office Manager

**Major:** Packaging Science

**Graduates:** 2020

**Fun Fact:** She has 14 pets living in her apartment, including an axolotl and a hamster.

Madison oversees the Office Managers and makes sure that the office has the resources to run smoothly. This task involves making documentation and guides, handling finances, and ordering office, event, and marketing supplies. If anyone in the office is having an issue with technology or trouble finding something, Madison is the go-to person!

# STAFF



FallFest 2019

Names left to right from top

**Ben OCamb**  
Event Manager  
Industrial Engineering, 2023

**Cameron Glynn**  
Event Manager  
Film & Animation, 2021

**JiWoo Baik**  
Web Developer  
Computer Science, 2022

**Nicholas Gundel**  
Social Media Manager  
New Media Design, 2021

**Jon Frey**  
Office Manager  
Computer Science, 2023

**Rachel DeTone**  
Designer  
Graphic Design, 2022

**Katrina Temple**  
Director  
Graphic Design, 2020

**Gwenyth Nicoloro**  
Event Manager  
Motion Picture Science, 2020

**Mackenzie Kuc**  
Event Manager  
Film & Animation, 2021

**Su Thit Thazin**  
Office Manager  
Software Engineering, 2023

**Caroline Cody**  
Office Manager  
Biomedical Sciences, 2022

**Morsal Sahar**  
Designer  
Graphic Design, 2020

**Kristina Nguyen**  
Event Manager  
Diagnostic Medical  
Sonography, 2021

**Kailyn Alonso**  
Event Manager  
Communications, 2022

**Destiny Cowans**  
Events Coordinator  
Advertising & PR, 2021

**Ailene Lung**  
Marketing Coordinator  
Industrial Design, 2021

**Jane Brennan**  
Designer  
New Media Design, 2021

**Hannah Sarakin**  
Designer  
New Media Design, 2021

**Gabriel Cagara**  
Social Media Manager  
New Media Design, 2021

**Taylor Brisbane**  
Event Manager  
Logistics, Materials and Supply  
Chain Management, 2021

**Juho Choi** (not pictured)  
Designer  
Illustration, 2020

**Madison Griebel** (not pictured)  
Office Coordinator  
Packaging Science, 2020



Katrina Temple Madison Griebel

## 2020 GRADUATES: THANK YOU.



Juho Choi Morsal Sahar Gabe Cagara

A huge thank you to our advisors Bill St. Jean, Matthew McKay, and Donna McKeown for helping us grow, be the best student leaders we could be, and giving us the resources we needed to be successful.

# CLOSING THOUGHTS

CAB is what it is because of students. Students run CAB, students participate in CAB events, and students are the reason we exist. So thank you, to all of the students who have participated, shown support, and engaged with us throughout the years. We are truly grateful for the opportunity to serve the student body!



## RIT

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