Student Engagement
Building Community through Shared Positive Experience
Presentation Overview

• History and Evolution
  • Four groups become one
  • Budget breakdown

• Branding and Membership
  • Becoming RUPA

• Organizational Values
  • Engaging the student body

• RUAA & Students
  • What are students looking for?

• Questions
History
Budget Breakdown
Where Does RUPA Get Its Money?: Student Life Allocation

- $535,000 From:
  - Student Center revenue (i.e. Wendy’s, Dunkin Donuts, and other Student Center vendors).
  - Student Center room and equipment reservations.
- $230,000 From:
  - Rutgers University Student Assembly

Total Allocation: $765,000
RUPA Budget Breakdown

- Arts & Culture: $90,000
- Comedy & Media: $205,000
- Concerts & Coffeehouses: $250,000
- Human Resources: $15,500
- Marketing: $30,000
- Operations: $54,500
- Outreach: $20,000
- Traditions and Community: $100,000

Total: $765,000
Branding
Membership
RUPA’s Organizational Values
“... We strive to [serve the entire Rutgers community] by providing a variety of events appealing to the diverse student body on all five campuses...”

“... While we know we can’t please everyone all the time, we strive to provide events where all students can find something they are interested in at least once per semester...”

– rupa.rutgers.edu/about-us/

Mission Statement
Questions?