



# Year in Review

2016-2017

## Southern Miss Activities Council

### • By the Numbers

5,253 total  
SMAC event  
attendees

1,854 unique  
attendees at  
SMAC events

39% of  
attendees  
present at  
multiple events

93% of  
attendees  
were satisfied  
with event

3.36 average  
SMAC Member  
GPA

Partnerships  
with 10 Campus  
Departments

### • Noteworthy

- SMAC members reported a stronger sense of belonging at USM as a result of SMAC membership
- SMAC members reported growth in communication skills, teamwork, problem-solving, leadership, and event planning as a result of SMAC membership.
- SMAC Executive Officers attended NACA South Conference in Charleston, SC, and gained a stronger understanding of quality programming, effective organizational structures, and marketing initiatives.