

Purple & Gold Points Report

Fall 2025

Office of
Student Engagement

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What are Purple & Gold Points?

Purple and Gold Points are involvement-focused rewards earned by students for attending campus-wide events throughout the academic year. These points recognize and encourage active participation in the campus community. Students can use their accumulated points to redeem a wide variety of prizes during the year.

Purple & Gold Point Categories

Purple and Gold Events are campus-wide programs open to all students and are a great way to get involved and engage on-campus. Events are worth a different number of points depending on what category it is in.

- 100 Points : Academic, Educational, and Fine Arts events
- 50 Points : Athletic, Service, and Health & Wellness events
- 25 Points : Social Programs and Campus Traditions

Overall Points

Full Semester

Overall Points: 576725

- August 2025: 79675
- September 2025: 234500 (+154825)
- October 2025: 429725 (+195225)
- November 2025: 529875 (+100142)
- December 2025: 576725 (+46850)

August

Top: 79675

- 8/25/2025: 49725
- 8/28/2025: 79675

September

Top: 234500 (+154825)

- 9/01/2025: 82950
- 9/04/2025: 90150
- 9/08/2025: 95225
- 9/11/2025: 102825
- 9/15/2025: 133025
- 9/22/2025: 175375
- 9/25/2025: 208300
- 9/29/2025: 234500

October

Top: 429725 (+195225)

- 10/02/2025: 246100
- 10/06/2025: 252875
- 10/10/2025: 271100
- 10/13/2025: 269875
- 10/16/2025: 298150
- 10/23/2025: 356825
- 10/27/2025: 372625
- 10/30/2025: 429725

November

Top: 529875 (+100142)

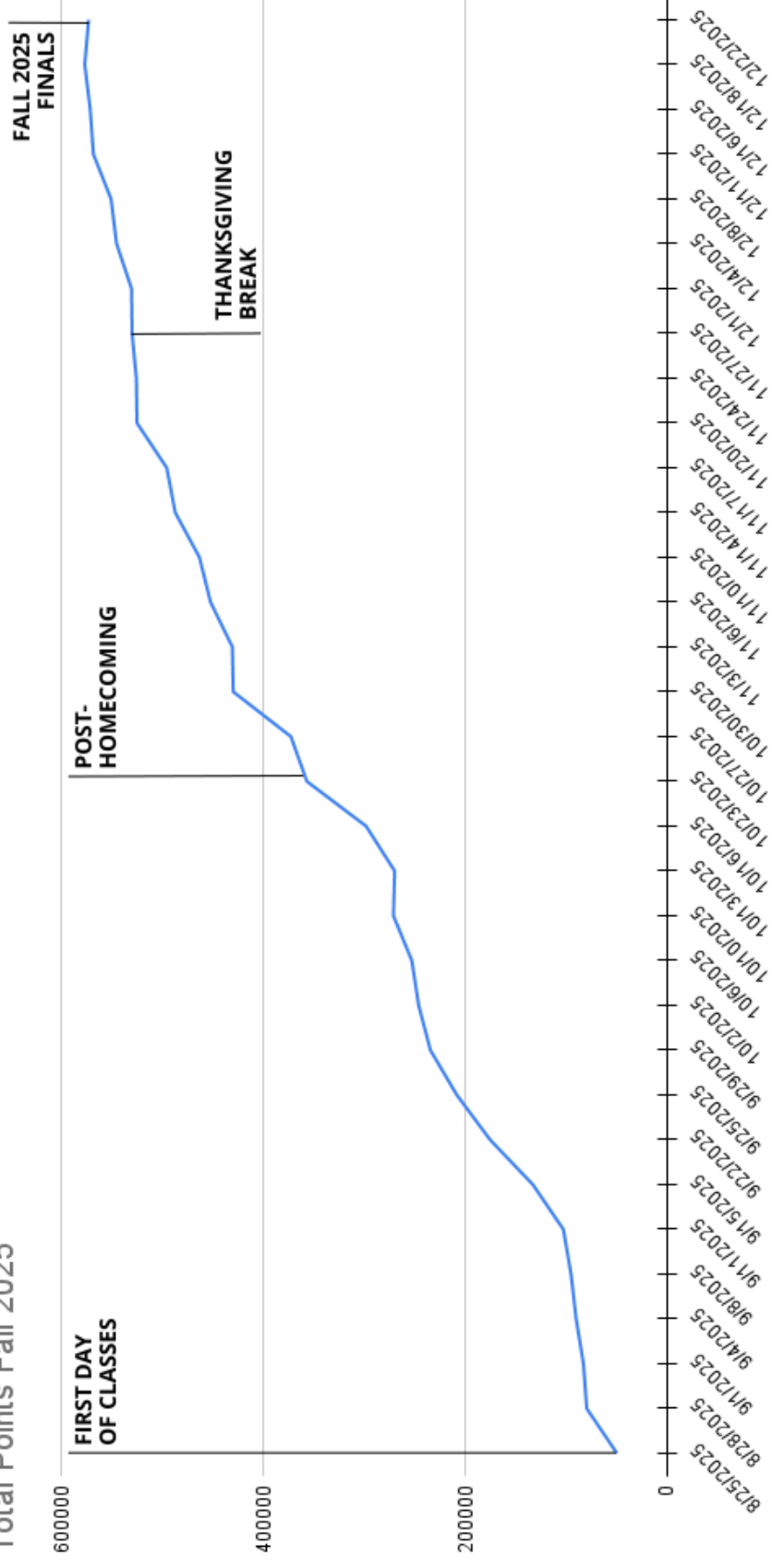
- 11/03/2025: 430575
- 11/06/2025: 452175
- 11/10/2025: 463175
- 11/14/2025: 487125
- 11/17/2025: 495575
- 11/20/2025: 525050
- 11/24/2025: 525675
- 11/27/2025: 529875

December

Top: 576725 (+46850)

- 12/01/2025: 530425
- 12/04/2025: 545225
- 12/08/2025: 550700
- 12/11/2025: 568175
- 12/16/2025: 571350
- 12/18/2025: 576725
- 12/22/2025: 572900

Total Points Fall 2025



Participants

Full Semester

Top Number of Participants: 2320

- August 2025: 1271
- September 2025: 1882 (+611)
- October 2025: 2218 (+336)
- November 2025: 2265 (+47)
- December 2025: 2320 (+55)

August

Top Number of Participants: 1271

- 8/25/2025: 1030
- 8/28/2025: 1271

September

Top Number of Participants: 1882 (+611)

- 9/01/2025: 1291
- 9/04/2025: 1312
- 9/08/2025: 1357
- 9/11/2025: 1400
- 9/15/2025: 1595
- 9/22/2025: 1730
- 9/25/2025: 1787
- 9/29/2025: 1882

October

Top Number of Participants: 2218 (+336)

- 10/02/2025: 1910
- 10/06/2025: 1901
- 10/10/2025: 1943
- 10/13/2025: 1927
- 10/16/2025: 1981
- 10/23/2025: 2105
- 10/27/2025: 2102
- 10/30/2025: 2218

November

Top Number of Participants: 2265 (+47)

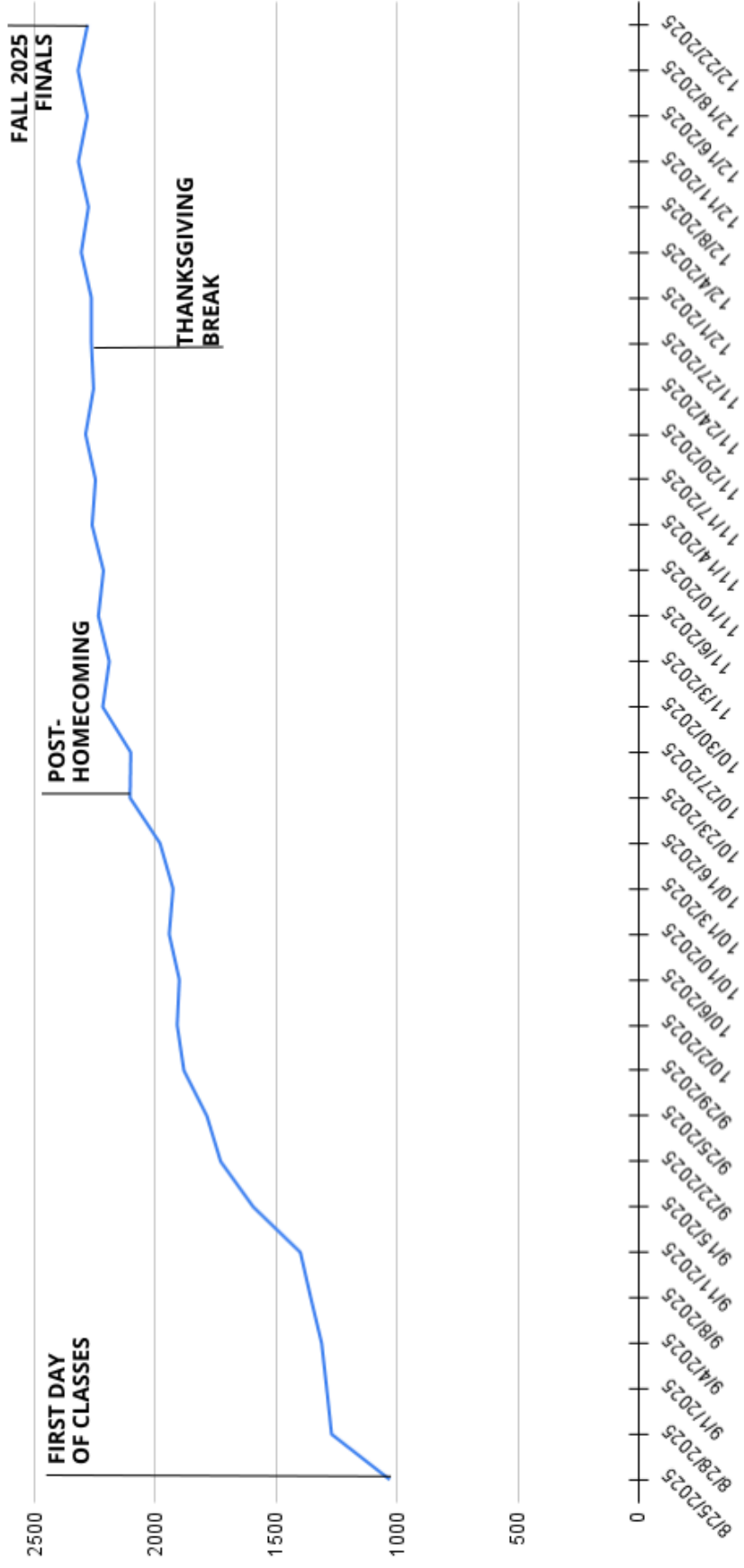
- 11/03/2025: 1910
- 11/06/2025: 2236
- 11/10/2025: 2262
- 11/14/2025: 2215
- 11/17/2025: 2248
- 11/20/2025: 2289
- 11/24/2025: 2256
- 11/27/2025: 2265

December

Top Number of Participants: 2320 (+55)

- 12/01/2025: 2265
- 12/04/2025: 2307
- 12/08/2025: 2277
- 12/11/2025: 2319
- 12/16/2025: 2282
- 12/18/2025: 2320
- 12/22/2025: 2281

Participants - Fall 2025



Overall Redemptions

Full Semester

Overall Redemptions: 37650

- August 2025: *No Redemptions Allowed*
- September 2025: *No Redemptions Allowed*
- October 2025: 725 - 3 Students
- November 2025: 8775 (+8050) - 20 Students (+17)
- December 2025: 37650 (+28,875) - 67 Students (+47)

August & September

No Redemptions Allowed

October

Total: 725 - 3 Students

- 10/02/2025: 0
- 10/06/2025: 0
- 10/10/2025: 300 (1 Student)
- 10/13/2025: 300 (1 Student)
- 10/16/2025: 300 (1 Student)
- 10/23/2025: 300 (1 Student)
- 10/27/2025: 300 (1 Student)
- 10/30/2025: 725 (3 Students)

November

Total: 8775 (+8050) - 20 Students (+17)

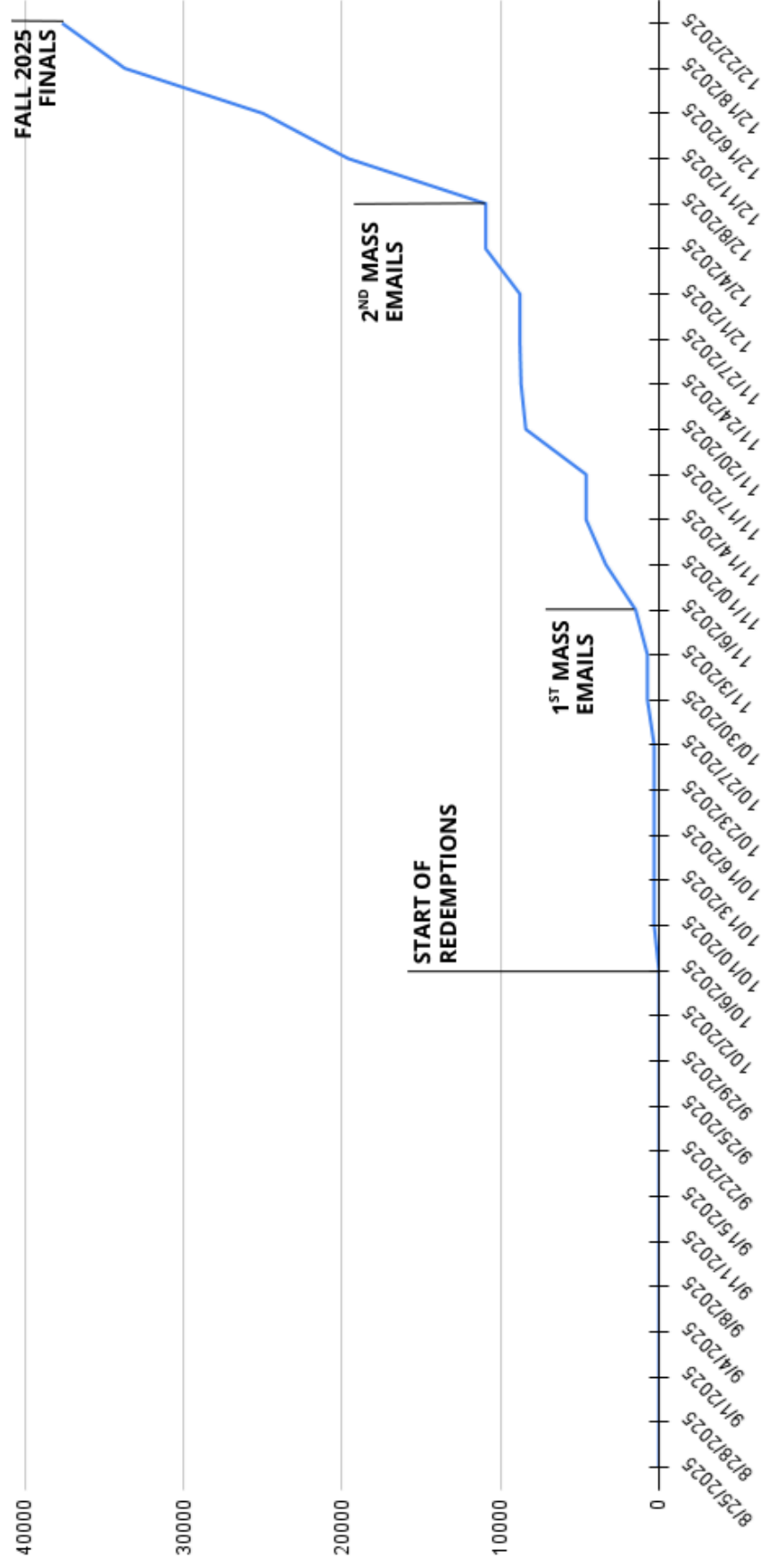
- 11/03/2025: 725 (3 Students)
- 11/06/2025: 1475 (5 Students)
- 11/10/2025: 3350 (7 Students)
- 11/14/2025: 4600 (14 Students)
- 11/17/2025: 4600 (14 Students)
- 11/20/2025: 8400 (14 Students)
- 11/24/2025: 8700 (18 Students)
- 11/27/2025: 8775 (20 Students)

December

Total Redemption Amount: 37650 (+28875) - 67 Students (+47)

- 12/01/2025: 8775 (20 Students)
- 12/04/2025: 10925 (23 Students)
- 12/08/2025: 16600 (25 Students)
- 12/11/2025: 19600 (35 Students)
- 12/16/2025: 24975 (46 Students)
- 12/18/2025: 33700 (61 Students)
- 12/22/2025: 37650 (67 Students)

Redemptions - Fall 2025



Redemption Items Breakdown

33 Redemptions

- \$5 Starbucks Giftcard (150 Points)

6 Redemptions

- \$50 Amazon Gift Card (1500)

5 Redemptions

- Gummy Bear Stress Toy (100 Points)

4 Redemptions

- Fidget Toys (50 Points)
- License Plate Key Chain (200 Points)
- LED Light Strips (425 Points)
- \$15 Chipotle Gift Card (450 Points)
- Owala Water Bottle (950 Points)

3 Redemptions

- Speed Cube (75 Points)
- \$10 Domino's Giftcard (300 Points)

2 Redemptions:

- Slinkies (50 Points)
- Candy Bar (75 Points)
- Water Handheld Game (125 Points)
- Golf Balls (175 Points)
- Leather Round Key Fob (200 Points)
- Fidget Kit (275 Points)
- Mini Football Helmet (350 Points)
- Lego Set: 3 in 1 Retro Camera Toy (1000 Points)
- Beats Solo Headphones (1250 Points)
- Beats Solo Earbuds (1250 Points)

1 Redemption

- Airheads (50 Points)
- Pivo Gold Pen (50 Points)
- Ring Pop (50 Points)
- Mini Wacky Inflatable Tube Guy (250 Points)
- WIU Hat (500 Points)
- Board Game: Hues & Cues (600 Points)
- DIY Rocky Dog (700 Points)
- Squishmallow (750 Points)
- Lego Set: Botanical Chrystantium (1000 Points)

Averages

Full Semester

Top Average: 251.16

- August 2025: 62.67
- September 2025: 124.67 (+62)
- October 2025: 193.74 (+69.07)
- November 2025: 233.94 (+40.2)
- December 2025: 251.16 (+17.22)

August

Top Average: 62.67

- 8/25/2025: 48.32
- 8/28/2025: 62.67

September

Top Average: 124.67 (+62)

- 9/01/2025: 64.25
- 9/04/2025: 68.71
- 9/08/2025: 70.17
- 9/11/2025: 73.45
- 9/15/2025: 82.84
- 9/22/2025: 102.28
- 9/25/2025: 116.56
- 9/29/2025: 124.67

October

Top Average: 193.74 (+69.07)

- 10/02/2025: 128.85
- 10/06/2025: 133.02
- 10/10/2025: 139.53
- 10/13/2025: 140.05
- 10/16/2025: 150.50
- 10/23/2025: 169.51
- 10/27/2025: 177.27
- 10/30/2025: 193.74

November

Top Average: 233.94 (+40.2)

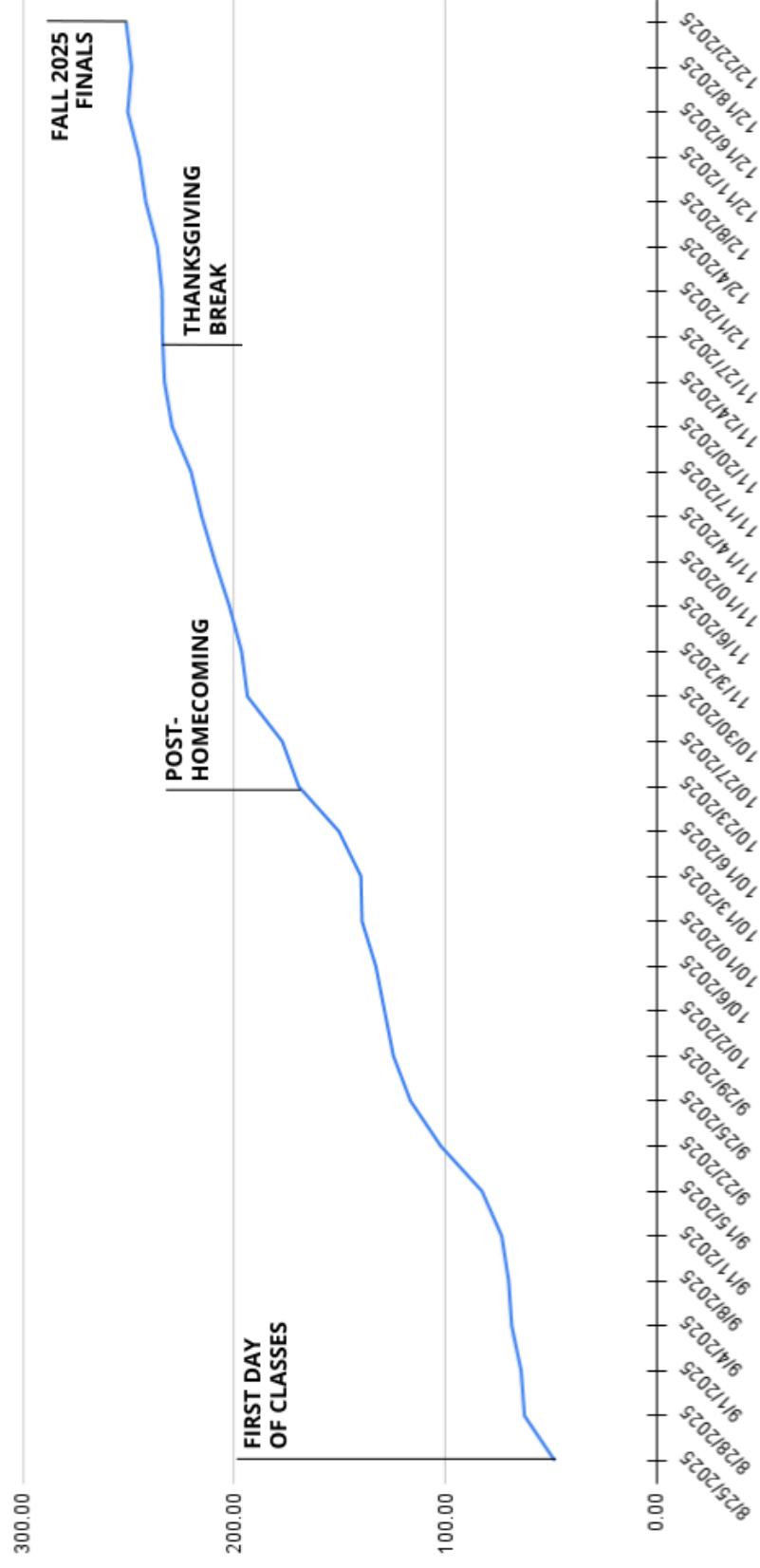
- 11/03/2025: 196.52
- 11/06/2025: 202.22
- 11/10/2025: 209.11
- 11/14/2025: 215.35
- 11/17/2025: 220.45
- 11/20/2025: 229.38
- 11/24/2025: 233.01
- 11/27/2025: 233.94

December

Top Average: 251.16 (+17.22)

- 12/01/2025: 234.18
- 12/04/2025: 236.34
- 12/08/2025: 241.85
- 12/11/2025: 245.01
- 12/15/2025: 250.37
- 12/18/2025: 248.59
- 12/22/2025: 251.16

Average Points - Fall 2025



Modes

Full Semester

Top Mode: 100

- August 2025: 25
- September 2025: 25 (+0)
- October 2025: 100 (+75)
- November 2025: 100 (+0)
- December 2025: 100 (+0)

September

Top Mode: 25 (+0)

- 9/01/2025: 25
- 9/04/2025: 25
- 9/08/2025: 25
- 9/11/2025: 25
- 9/15/2025: 25
- 9/22/2025: 25
- 9/25/2025: 25
- 9/29/2025: 25

November

Top Average: 100 (+0)

- 11/03/2025: 100
- 11/06/2025: 100
- 11/10/2025: 100
- 11/14/2025: 100
- 11/17/2025: 100
- 11/20/2025: 100
- 11/24/2025: 100
- 11/27/2025: 100

August

Top Mode: 25

- 8/25/2025: 25
- 8/28/2025: 25

October

Top Average: 100 (+75)

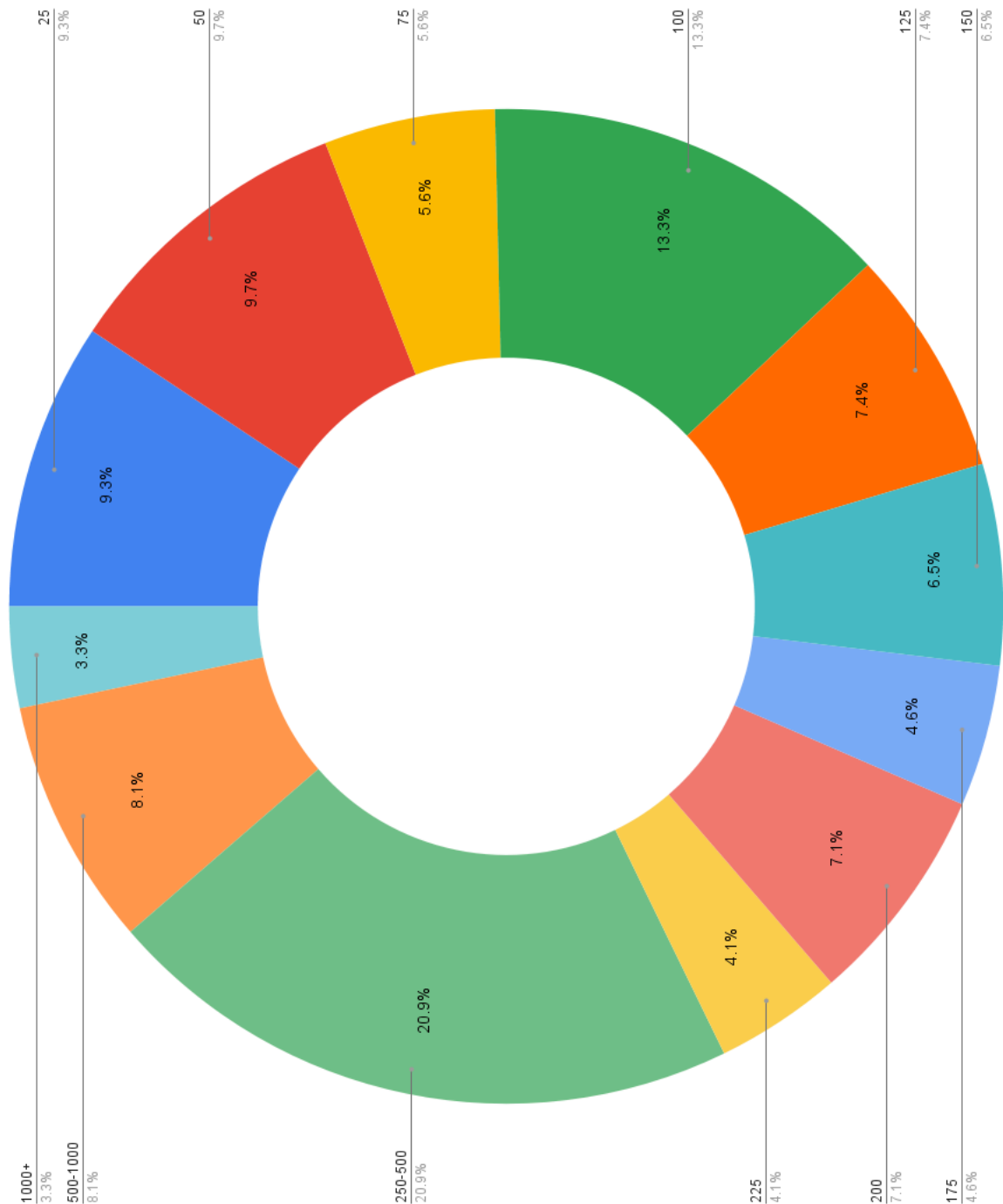
- 10/02/2025: 25
- 10/06/2025: 25
- 10/10/2025: 25
- 10/13/2025: 25
- 10/16/2025: 25
- 10/23/2025: 100
- 10/27/2025: 100
- 10/30/2025: 100

December

Top Average: 100 (+0)

- 12/01/2025: 100
- 12/04/2025: 100
- 12/08/2025: 100
- 12/11/2025: 100
- 12/16/2025: 100
- 12/18/2025: 100
- 12/22/2025: 100

Point Distribution - Fall 2025



Top Earner

Full Semester

Top Score: 5050

- August 2025: 475
- September 2025: 2200 (+1725)
- October 2025: 3750 (+1550)
- November 2025: 4875 (+1125)
- December 2025: 5050 (+175)

August

Top Score: 475

- 8/25/2025: 275
- 8/28/2025: 475

September

Top Score: 2200 (+1725)

- 9/01/2025: 525
- 9/04/2025: 800
- 9/08/2025: 900
- 9/11/2025: 1000
- 9/15/2025: 1175
- 9/22/2025: 1575
- 9/25/2025: 1800
- 9/29/2025: 2200

October

Top Score: 3750 (+1550)

- 10/02/2025: 2475
- 10/06/2025: 2525
- 10/10/2025: 2700
- 10/13/2025: 2700
- 10/16/2025: 3000
- 10/23/2025: 3500
- 10/27/2025: 3600
- 10/30/2025: 3750

November

Top Score: 4875 (+1125)

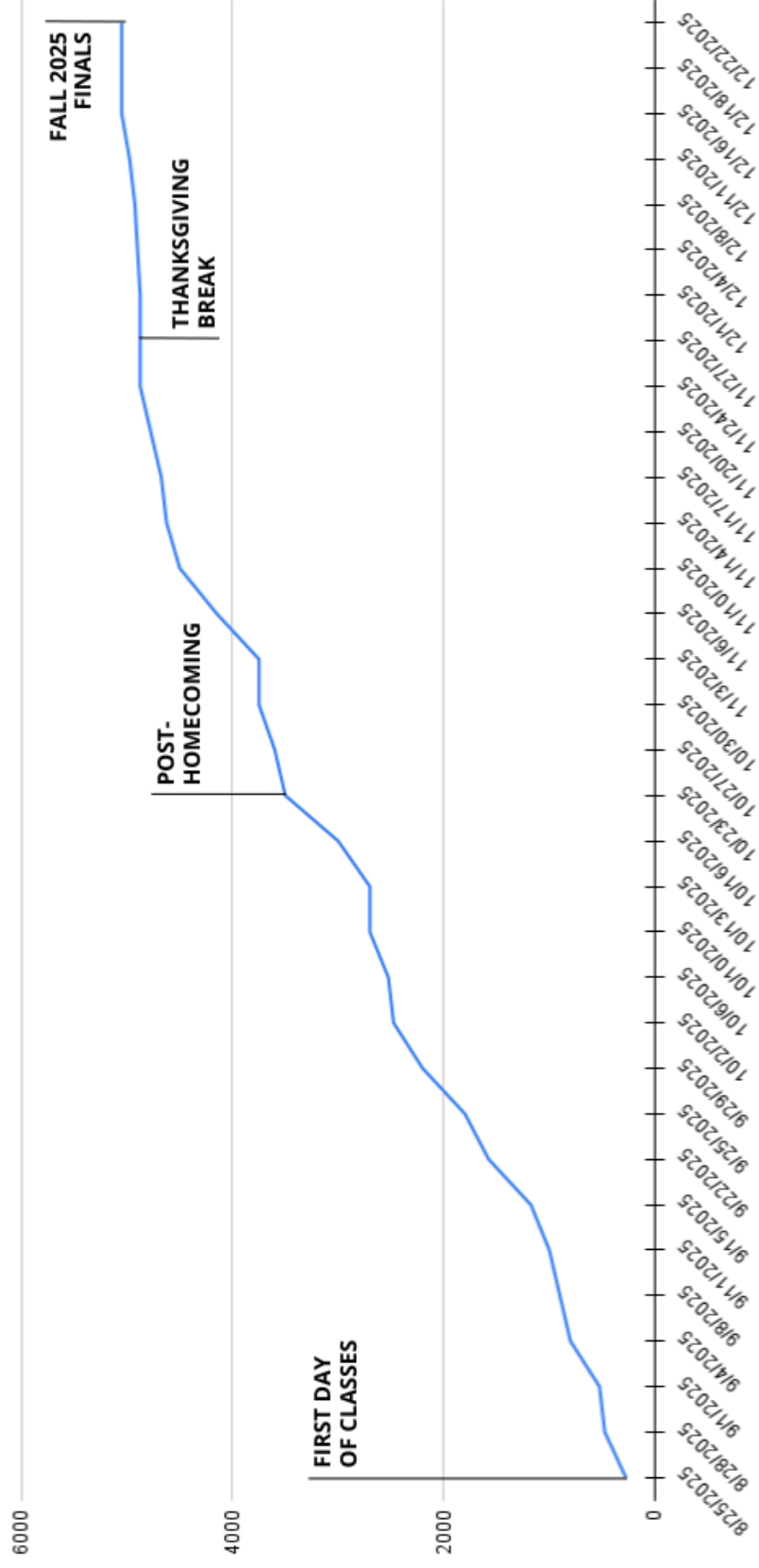
- 11/03/2025: 3750
- 11/06/2025: 4150
- 11/10/2025: 4500
- 11/14/2025: 4625
- 11/17/2025: 4675
- 11/20/2025: 4775
- 11/24/2025: 4875
- 11/27/2025: 4875

December

Top Score: 5050 (+175)

- 12/01/2025: 4875
- 12/04/2025: 4900
- 12/08/2025: 4925
- 12/11/2025: 4975
- 12/15/2025: 5050
- 12/18/2025: 5050
- 12/22/2025: 5050

Top Earner - Fall 2025



Events

Full Semester

- Total Events with Points: 304 Events
- Total Unique Attendees: 2360
- Total Attendance: 12572
- Average Attendees: 51.11

August

- August 2025: 18 Events
- Unique Attendees: 1304
- Overall Attendance: 2838
- Average Attendees: 117.38

September

- September 2025: 59 Events
- Unique Attendees: 1506
- Overall Attendance: 3001
- Average Attendees: 62.52

October

- October 2025: 118 Events
- Unique Attendees: 1477
- Overall Attendance: 3572
- Average Attendees: 38

November

- November 2025: 79 Events
- Unique Attendees: 1001
- Overall Attendance: 2265
- Average Attendees: 38.39

December

- December 2025: 30 Events
- Unique Attendees: 456
- Overall Attendance: 832
- Average Attendees: 33.28

Top 10 Most Attended Purple & Gold Point Events

1. Rocky After Dark | 8/22/2025
 - Host: University Union Board
 - Attendees: 821
2. Football vs. Valparaiso | 9/13/2025
 - Host: University Athletics
 - Attendees: 463
3. Homecoming Bonfire | 10/16/2025
 - Host: University Union Board
 - Attendees: 462
4. Fall Fair 2025 | 8/27/2025
 - Host: Office of Student Engagement
 - Attendees: 432
5. Fall 2025 WIU All Major Career & Internship Fair | 10/7/2025
 - Host: Center for Career Preparation and Employer Engagement
 - Attendees: 356
6. Football - Homecoming | 10/18/2025
 - Host: University Athletics
 - Attendees: 323
7. WestFest Concert 2025 | 9/25/2025
 - Host: University Union Board
 - Attendees: 302
8. Welcome Back Bash | 8/23/2025
 - Host: Multicultural Center
 - Attendees: 251
9. Business Career Fair | 9/17/2025
 - Host: School of Accounting, Finance, Economics, & Decision Sciences
 - Attendees: 244
10. First Four: Rocky's Union Kick-Off | 8/21/2025
 - Host: New Student & Family Programs
 - Attendees: 242

Demographic Data

| Gender | | | | | | |
|-------------------|--------------------------|--------------------|--------------------------------|------------------------------------|-----------------|-----------------------------|
| Gender | Total Points Accumulated | Number of Students | Number of Students with Points | Percentage of Students with Points | Average (Total) | Average (Students w/Points) |
| Agender | 50 | 1 | 1 | 100.00% | 50.0 | 50.0 |
| Does Not Apply | 0 | 7 | 0 | 0.00% | 0.0 | #DIV/0! |
| Female | 357750 | 3707 | 1306 | 35.23% | 96.5 | 273.9 |
| Genderqueer | 0 | 2 | 0 | 0.00% | 0.0 | #DIV/0! |
| Male | 213650 | 2653 | 969 | 36.52% | 80.5 | 220.5 |
| Non-binary | 1675 | 19 | 3 | 15.79% | 88.2 | 558.3 |
| Transgender Man | 25 | 3 | 1 | 33.33% | 8.3 | 25.0 |
| Transgender Woman | 150 | 4 | 1 | 25.00% | 37.5 | 150.0 |

| General Student Demographics | | | | | | |
|-------------------------------|--------------------------|--------------------|--------------------------------|------------------------------------|-----------------|-----------------------------|
| Demographics | Total Points Accumulated | Number of Students | Number of Students with Points | Percentage of Students with Points | Average (Total) | Average (Students w/Points) |
| Transfer | 118125 | 1574 | 549 | 34.88% | 75.0 | 215.2 |
| First Generation | 192400 | 1659 | 761 | 45.87% | 116.0 | 252.8 |
| International - Total | 63750 | 393 | 217 | 55.22% | 162.2 | 293.8 |
| International - Graduate | 26725 | 250 | 123 | 49.20% | 106.9 | 217.3 |
| International - Undergraduate | 37025 | 143 | 94 | 65.73% | 258.9 | 393.9 |
| Veteran | 24900 | 369 | 100 | 27.10% | 67.5 | 249.0 |

| Academic Class Demographics | | | | | | |
|-----------------------------|--------------------------|--------------------|--------------------------------|------------------------------------|-----------------|-----------------------------|
| Academic Class | Total Points Accumulated | Number of Students | Number of Students with Points | Percentage of Students with Points | Average (Total) | Average (Students w/Points) |
| Freshmen | 87950 | 463 | 352 | 76.03% | 190.0 | 249.9 |
| Sophomore | 90075 | 516 | 340 | 65.89% | 174.6 | 264.9 |
| Junior | 123000 | 901 | 463 | 51.39% | 136.5 | 265.7 |
| Senior | 199825 | 1928 | 838 | 43.46% | 103.6 | 238.5 |
| Graduate | 72450 | 1560 | 288 | 18.46% | 46.4 | 251.6 |

| Fraternity & Sorority Life | | | | | | |
|-------------------------------|--------------------------|--------------------|--------------------------------|------------------------------------|-----------------|-----------------------------|
| Council Information | Total Points Accumulated | Number of Students | Number of Students with Points | Percentage of Students with Points | Average (Total) | Average (Students w/Points) |
| Interfraternity Council | 34450 | 171 | 159 | 92.98% | 201.5 | 216.7 |
| Multicultural Greek Council | 23250 | 31 | 31 | 100.00% | 750.0 | 750.0 |
| National Pan-hellenic Council | 13100 | 45 | 43 | 95.56% | 291.1 | 304.7 |
| Panhellenic Council | 29225 | 124 | 120 | 96.77% | 235.7 | 243.5 |

| Residence Halls | | | | | | |
|---------------------|--------------------------|--------------------|--------------------------------|------------------------------------|-----------------|-----------------------------|
| Hall | Total Points Accumulated | Number of Students | Number of Students with Points | Percentage of Students with Points | Average (Total) | Average (Students w/Points) |
| Caroline Grote Hall | 10925 | 73 | 57 | 78.08% | 149.7 | 191.7 |
| Corbin Hall | 59175 | 236 | 204 | 86.44% | 250.7 | 290.1 |
| Olson Hall | 76825 | 268 | 222 | 82.84% | 286.7 | 346.1 |
| Thompson Hall | 144875 | 501 | 461 | 92.02% | 289.2 | 314.3 |
| Westbrook House | 1150 | 13 | 8 | 61.54% | 88.5 | 143.8 |

| Top 5 Academic Majors by Total Points | | | | | | |
|--|--------------------------|--------------------|--------------------------------|------------------------------------|-----------------|-----------------------------|
| Major | Total Points Accumulated | Number of Students | Number of Students with Points | Percentage of Students with Points | Average (Total) | Average (Students w/Points) |
| LAW ENFORCEMENT AND JUSTICE ADMINISTRATION | 63050 | 419 | 217 | 51.79% | 150.477327 | 290.5529954 |
| PSYCHOLOGY | 19400 | 141 | 78 | 55.32% | 137.5886525 | 248.7179487 |
| GENERAL STUDIES | 16075 | 226 | 75 | 33.19% | 71.12831858 | 214.3333333 |
| EXERCISE SCIENCE | 15800 | 77 | 61 | 79.22% | 205.1948052 | 259.0163934 |
| COMPUTER SCIENCE | 13275 | 67 | 44 | 65.67% | 198.1343284 | 301.7045455 |

| Academic College Demographics | | | | | | |
|---|--------------------------|--------------------|--------------------------------|------------------------------------|-----------------|-----------------------------|
| College | Total Points Accumulated | Number of Students | Number of Students with Points | Percentage of Students with Points | Average (Total) | Average (Students w/Points) |
| COLLEGE OF ARTS AND SCIENCES | 137625 | 1110 | 587 | 52.88% | 124.0 | 234.5 |
| COLLEGE OF BUSINESS AND TECHNOLOGY | 176325 | 1330 | 627 | 47.14% | 132.6 | 281.2 |
| COLLEGE OF EDUCATION AND HUMAN SERVICES | 97575 | 1339 | 352 | 26.29% | 72.9 | 277.2 |
| COLLEGE OF FINE ARTS AND COMMUNICATION | 51100 | 574 | 301 | 52.44% | 89.0 | 169.8 |
| GENERAL STUDIES DEGREE PROGRAM | 16075 | 226 | 75 | 33.19% | 71.1 | 214.3 |
| ILLINOIS INSTITUTE FOR RURAL AFFAIRS | 400 | 15 | 4 | 26.67% | 26.7 | 100.0 |
| UNIVERSITY ADVISING CENTER | 1875 | 20 | 8 | 40.00% | 93.8 | 234.4 |
| UNIVERSITY EXTENSION PROGRAMS | 92325 | 754 | 327 | 43.37% | 122.4 | 282.3 |

| Race Demographics | | | | | | |
|-------------------|--------------------------|--------------------|--------------------------------|------------------------------------|-----------------|-----------------------------|
| Demographics | Total Points Accumulated | Number of Students | Number of Students with Points | Percentage of Students with Points | Average (Total) | Average (Students w/Points) |
| WHITE | 251000 | 3217 | 1198 | 37.24% | 78.0 | 209.5 |
| BLACK | 114900 | 776 | 429 | 55.28% | 148.1 | 267.8 |
| HISPANIC | 92875 | 595 | 272 | 45.71% | 156.1 | 341.5 |
| AMERICAN INDIAN | 475 | 4 | 3 | 75.00% | 118.8 | 158.3 |
| PACIFIC ISLANDER | 750 | 6 | 4 | 66.67% | 125.0 | 187.5 |
| ASIAN | 4375 | 72 | 27 | 37.50% | 60.8 | 162.0 |
| 2 OR MORE | 26175 | 164 | 89 | 54.27% | 159.6 | 294.1 |
| OTHER | 36375 | 213 | 99 | 46.48% | 170.8 | 367.4 |

| Athletic Teams | | | | | | |
|-------------------------|--------------------------|--------------------|--------------------------------|------------------------------------|-----------------|-----------------------------|
| Team | Total Points Accumulated | Number of Students | Number of Students with Points | Percentage of Students with Points | Average (Total) | Average (Students w/Points) |
| BASEBALL | 4725 | 34 | 28 | 82.35% | 139.0 | 168.8 |
| CHEERLEADERS | 2375 | 13 | 12 | 92.31% | 182.7 | 197.9 |
| FOOTBALL | 15850 | 113 | 109 | 96.46% | 140.3 | 145.4 |
| MENS BASKETBALL | 3200 | 15 | 15 | 100.00% | 213.3 | 213.3 |
| MENS GOLF | 1675 | 7 | 6 | 85.71% | 239.3 | 279.2 |
| MENS SOCCER | 4350 | 31 | 29 | 93.55% | 140.3 | 150.0 |
| MENS TRACK & FIELD/CC | 10250 | 24 | 23 | 95.83% | 427.1 | 445.7 |
| SOFTBALL | 2375 | 23 | 19 | 82.61% | 103.3 | 125.0 |
| TEAM MANAGERS | 1375 | 6 | 6 | 100.00% | 229.2 | 229.2 |
| VOLLEYBALL | 3400 | 18 | 18 | 100.00% | 188.9 | 188.9 |
| WOMENS BASKETBALL | 2000 | 13 | 13 | 100.00% | 153.8 | 153.8 |
| WOMENS BOWLING | 2075 | 8 | 8 | 100.00% | 259.4 | 259.4 |
| WOMENS GOLF | 1800 | 6 | 4 | 66.67% | 300.0 | 450.0 |
| WOMENS SOCCER | 11350 | 28 | 28 | 100.00% | 405.4 | 405.4 |
| WOMENS TENNIS | 11075 | 11 | 11 | 100.00% | 1006.8 | 1006.8 |
| WOMENS TRACK & FIELD/CC | 25875 | 48 | 45 | 93.75% | 539.1 | 575.0 |