

Purple & Gold Points Report

Fall 2025

Office of
Student Engagement

Table of Contents

Purple & Gold Information

Overall Points

Total Participants

Overall Redemptions

Prize Redemption Distribution

Averages

Modes

Top Earner

Events

Purple & Gold Point Information

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

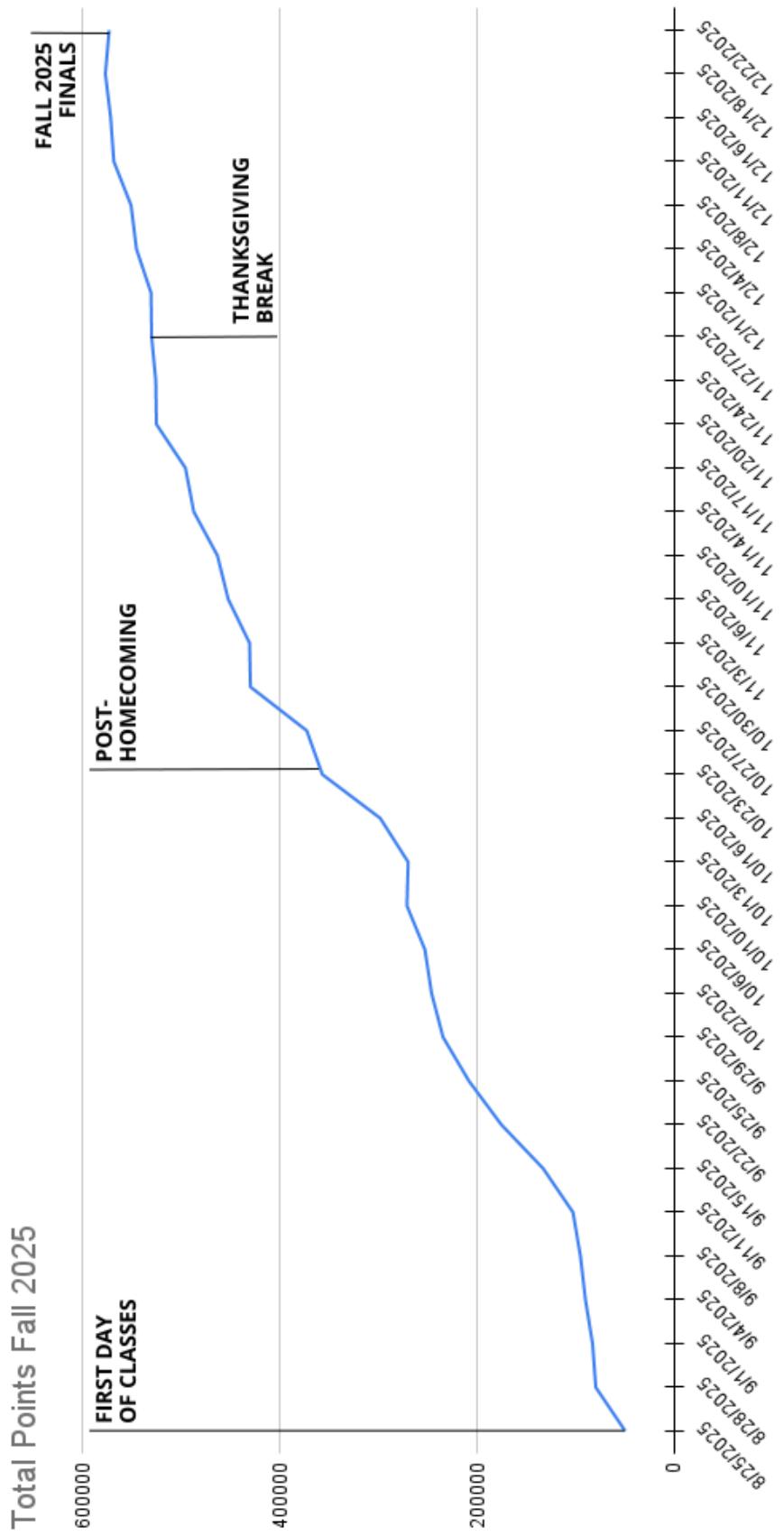
Top: 529875 (+100142)

- 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



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)

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

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

August

Top Number of Participants: 1271

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

October

Top Number of Participants: 2218 (+336)

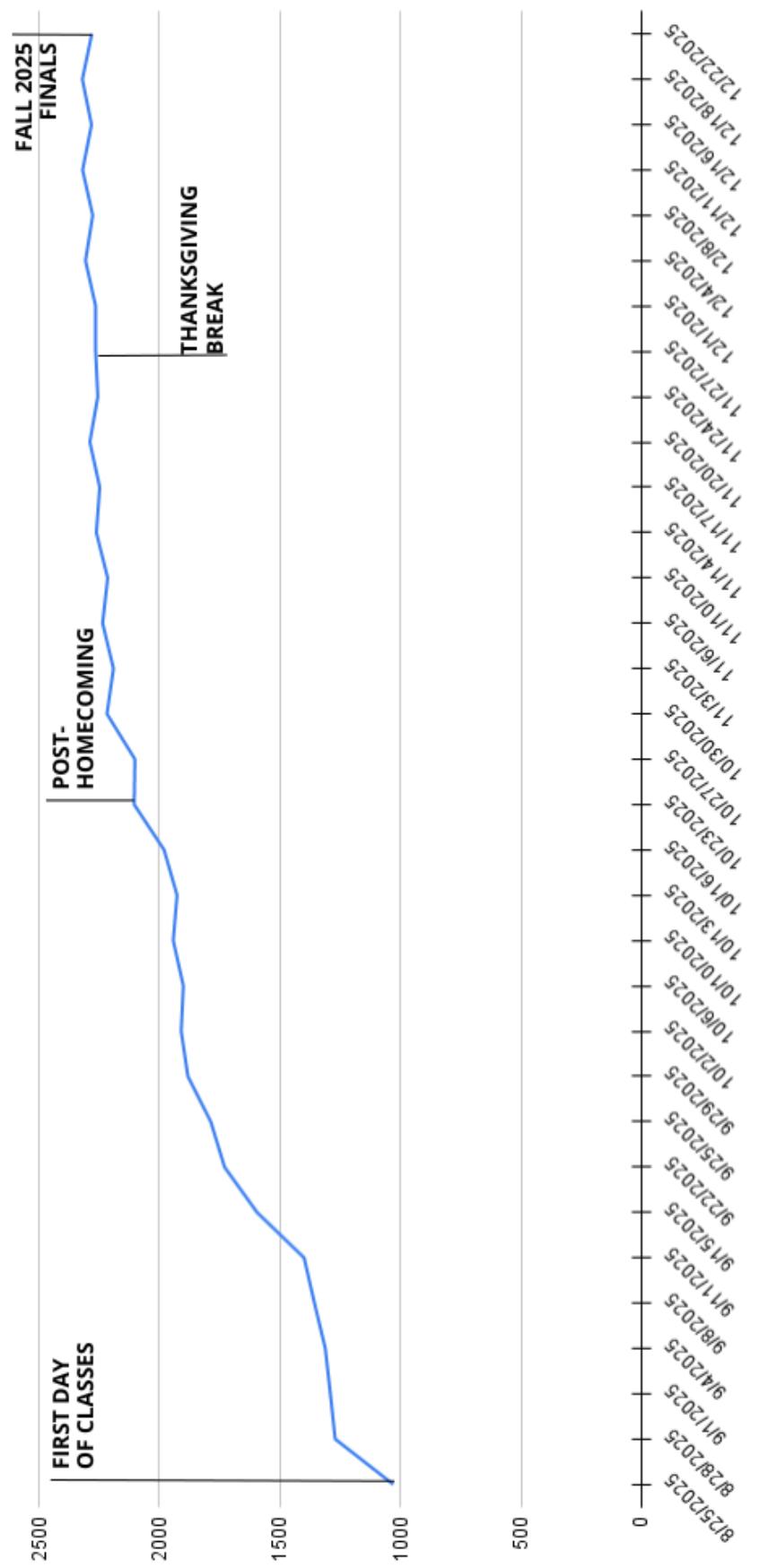
- 10/02/2025: 1910
- 10/06/2025: 1901
- 10/10/2025: 1943
- 10/13/2025: 1927
- 10/16/2025: 1981
- 10/23/2025: 2105
- 10/27/2025: 2102
- 10/30/2025: 2218

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)

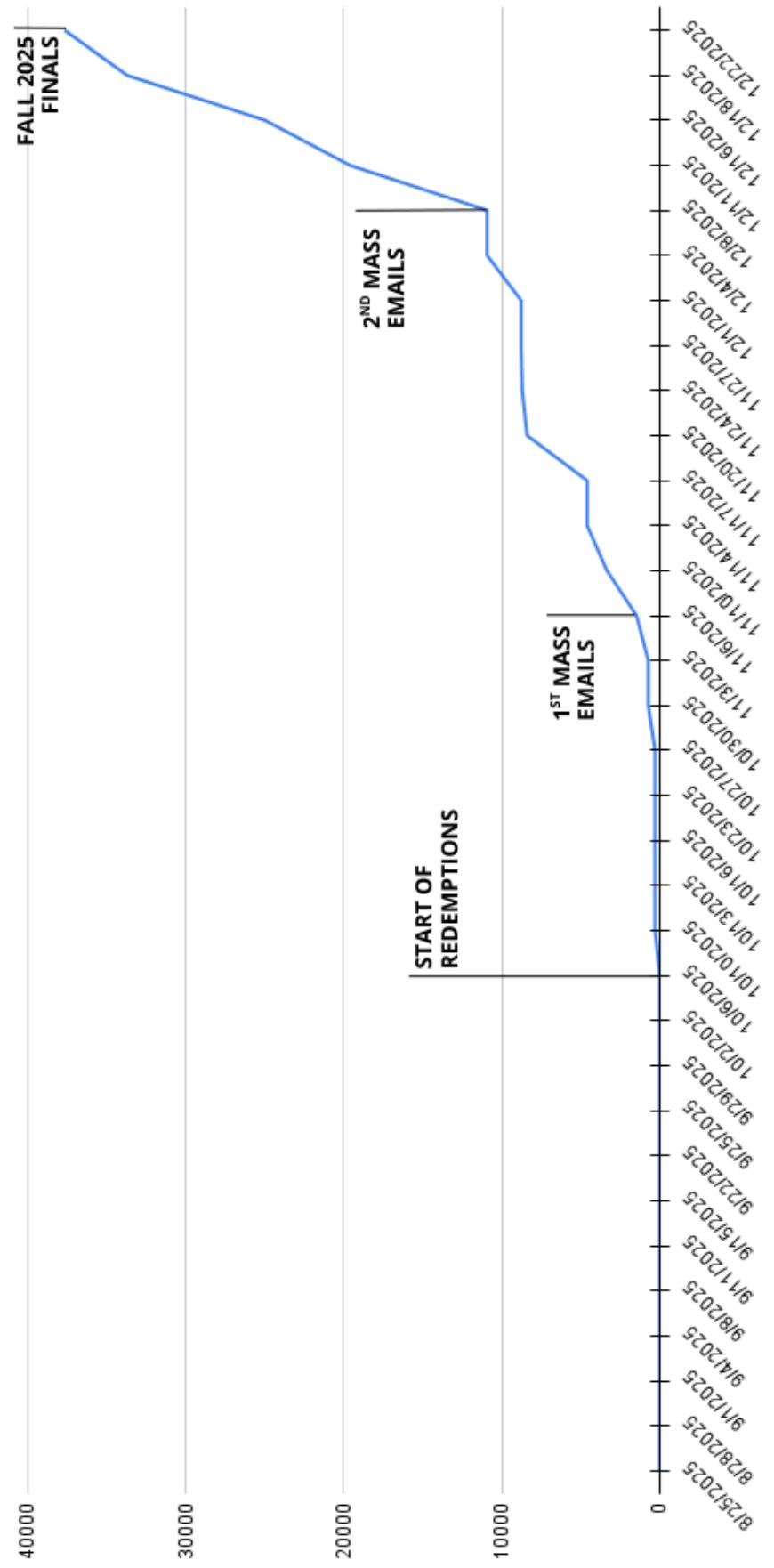
- 11/03/2025: 725 (3 Students)
- 11/06/2025: 1475 (5 Students)
- 11/10/2025: 3350 (7 Students)
- 11/14/2025: 4600 (14 Students)
- 11/17/2025: 4600 (14 Students)
- 11/20/2025: 8400 (14 Students)
- 11/24/2025: 8700 (18 Students)
- 11/27/2025: 8775 (20 Students)

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)

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

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

August

Top Average: 62.67

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

October

Top Average: 193.74 (+69.07)

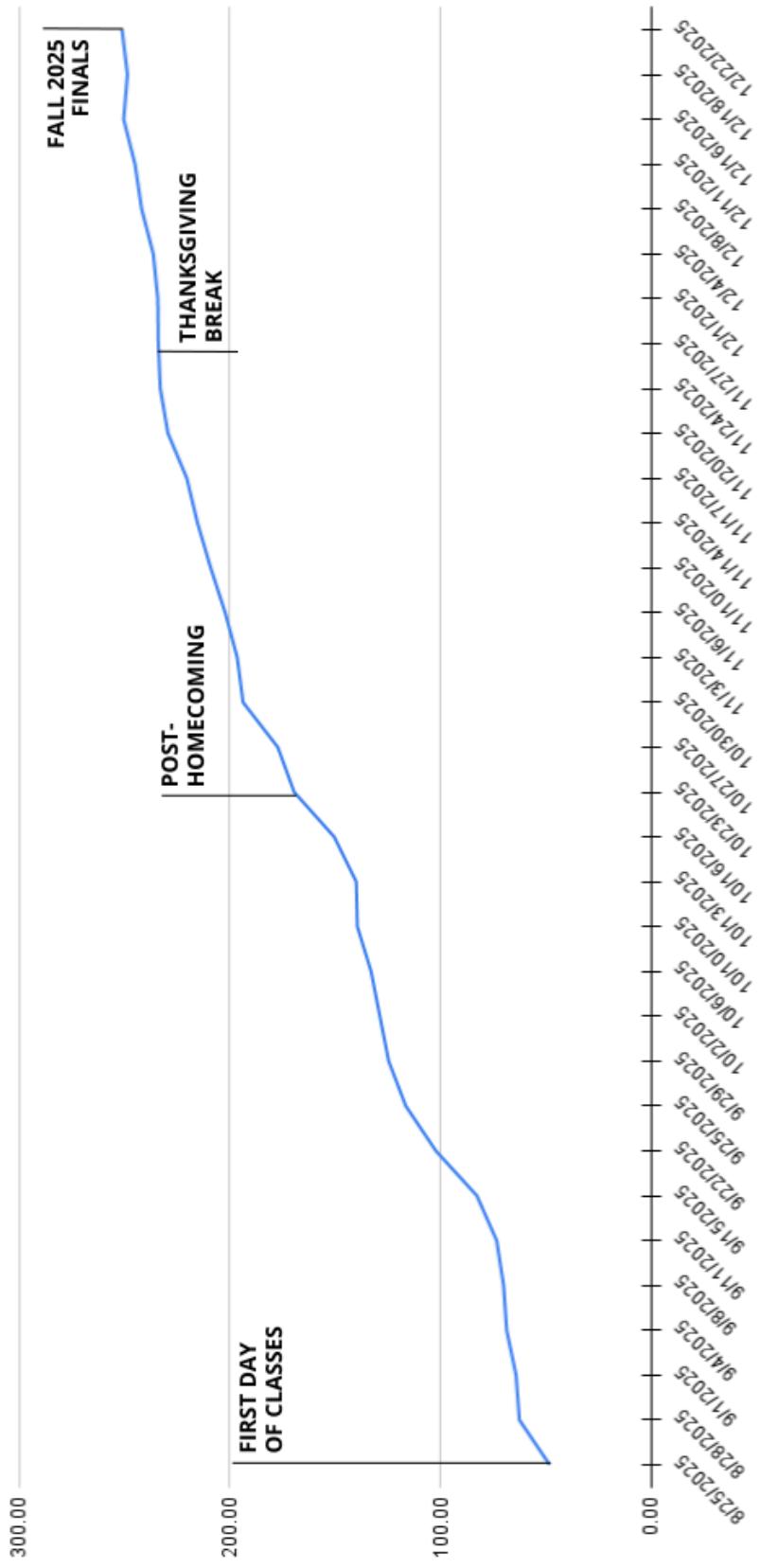
- 10/02/2025: 128.85
- 10/06/2025: 133.02
- 10/10/2025: 139.53
- 10/13/2025: 140.05
- 10/16/2025: 150.50
- 10/23/2025: 169.51
- 10/27/2025: 177.27
- 10/30/2025: 193.74

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)

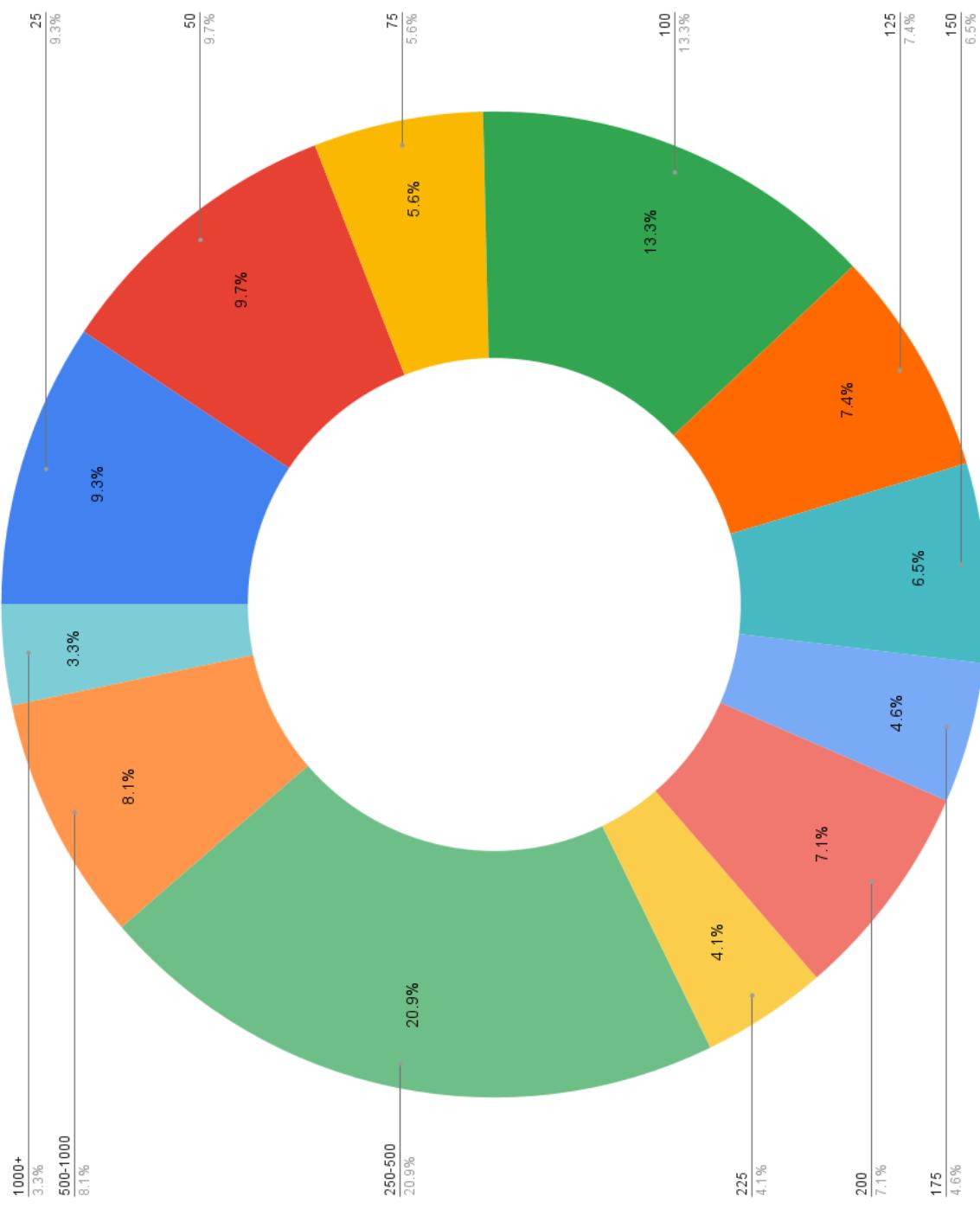
- 10/02/2025: 25
- 10/06/2025: 25
- 10/10/2025: 25
- 10/13/2025: 25
- 10/16/2025: 25
- 10/23/2025: 100
- 10/27/2025: 100
- 10/30/2025: 100

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)

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

August

Top Score: 475

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

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)

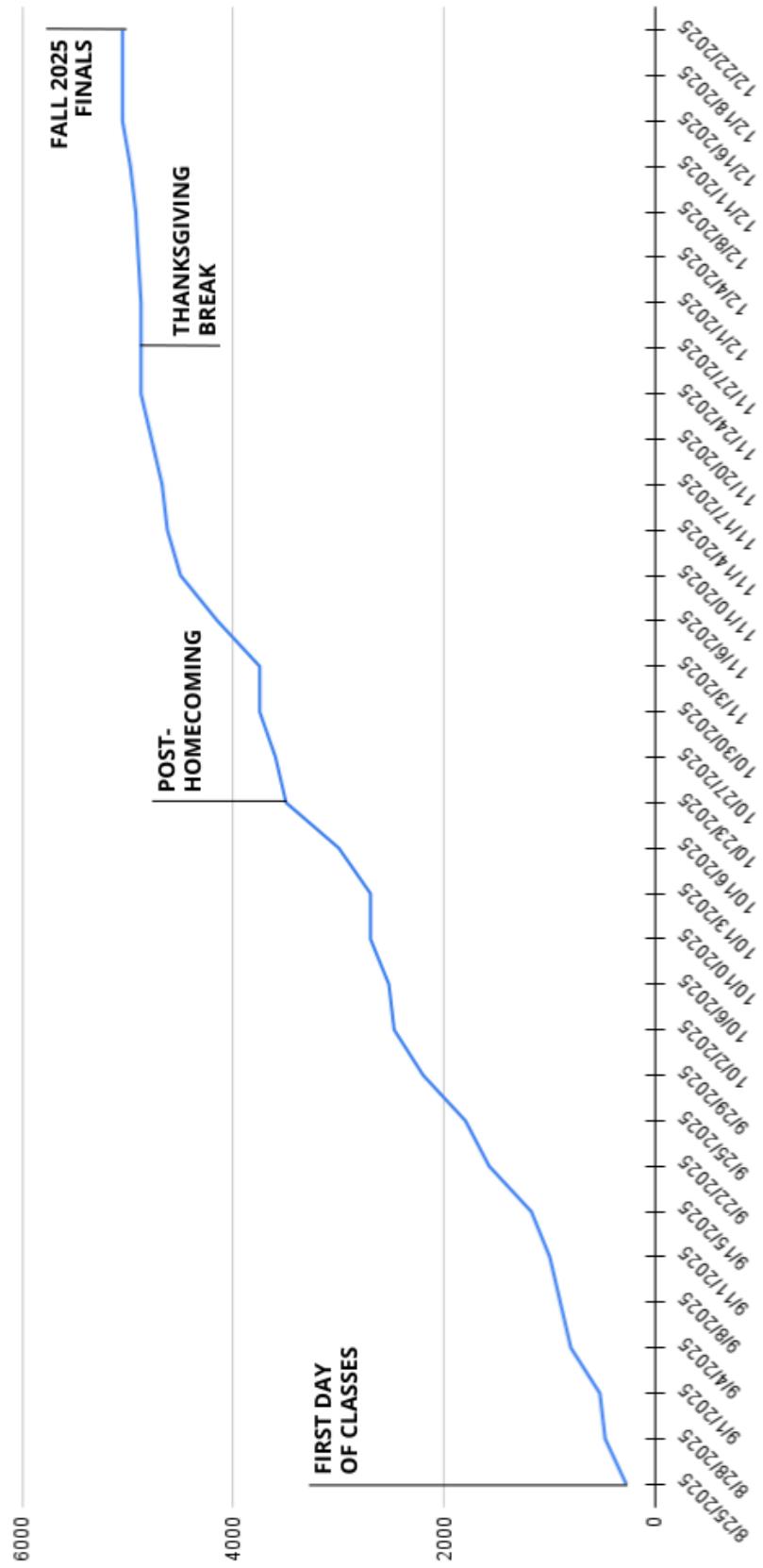
- 11/03/2025: 3750
- 11/06/2025: 4150
- 11/10/2025: 4500
- 11/14/2025: 4625
- 11/17/2025: 4675
- 11/20/2025: 4775
- 11/24/2025: 4875
- 11/27/2025: 4875

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

September

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

November

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

August

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

October

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

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