



**Frontier Fiesta Association
FY14 SFAC Questionnaire
October 22, 2012**



- 1. Please provide a one-page executive summary of your questionnaire responses. This summary should include, in brief terms: your unit's mission, how you accomplish your unit's mission, and a justification of your unit's student fee allocation in terms of benefits for students.**

The Frontier Fiesta Association (FFA) plans Frontier Fiesta; a three-day event that unites University of Houston students, faculty, staff and alumni in addition to the Houston community. FFA is committed to providing low-cost or no-cost family-friendly entertainment, events that encourage school spirit while raising funds for the scholarship awards. FFA annually awards approximately \$11,000 to qualifying incoming freshman, current UH students, and graduate students.

The event includes student-conducted Broadway-style Variety Shows, Carnival Booths, Multicultural Performances, student organization showcases and musical performances. Frontier Fiesta also hosts one of the largest Texas state sanctioned cook offs. During this three-day event, we are able to host numerous educational exhibits for all visitors during our Family Fun Day.

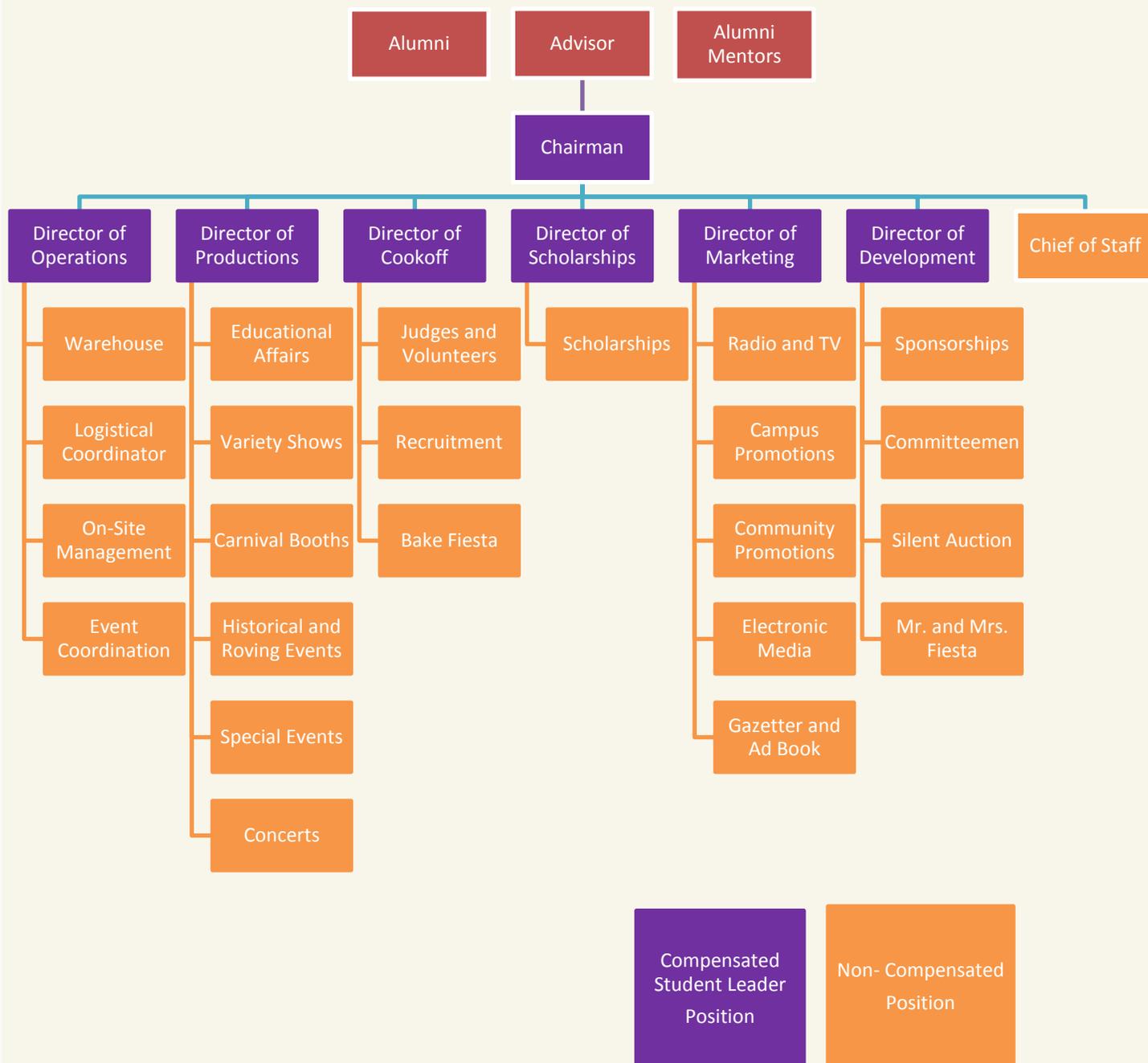
The primary mission of the Frontier Fiesta Association is to continue to unite the University of Houston and the greater Houston Metropolitan Community, to promote tradition, school pride, and education through scholarships as well as building on the success of the previous years. Furthermore, Frontier Fiesta 2013 will celebrate the 22nd anniversary of the event's triumphant return. The Frontier Fiesta 2013's Board of Directors vision is to continue a successful annual tradition while broadening and strengthening the relationships we have within the University's community (this includes students, faculty, alumni, and staff) and within the Houston community.

Frontier Fiesta 2013 will continue to maintain the three fundamentals instilled by the FFA Boards proceeding: scholarship, community participation--with special emphasis placed on Family Fun Day -- and providing meaningful entertainment to students in a safe and secure environment. This commitment to our fundamental ideals will allow Frontier Fiesta 2013 to continue reaffirming Frontier Fiesta's position as the one of the oldest and greatest University's tradition, while maintaining its heritage and properly reflecting the University's diverse population and interests.

Frontier Fiesta relies predominately on SFAC funding to continue a tradition that remains the cornerstone of University of Houston history. Currently, student fees provide at least half of the budget FFA needs to operate and take place. The students, faculty and staff participate in and contribute to Frontier Fiesta as a declaration of pride for the University, the community, and the City of Houston. The name and theme is recognition of the region's western heritage, but the event is a source of spirited competition and celebration of the University's talent.



2. Provide an organization chart of your unit. Large units may need to have an overview chart and then more specific charts for each program. Where you have multiple staff in the same position (e.g. counselor, custodian, etc), note this on your chart. Student employees should be cited on the chart and identified as students.





3. List the objectives that you provided with your 2011-2012 SFAC requests. Please comment on your success in achieving these objectives. If an objective changed during the year, please note this and explain. Also, list any new objectives, the rationale for the addition, and comment on your success in achieving these objectives.

Goals from 2012	How and if they were achieved
<p>Chair</p> <ul style="list-style-type: none"> • Hiring of the Board before the end of the academic year • Maintain a working budget throughout the fiscal year 	<ul style="list-style-type: none"> • On Going; we are currently seeking a director of Cookoff and over the summer, individuals have resigned and a new hiring process has been conducted. • Accomplish
<p>Marketing</p> <ul style="list-style-type: none"> • Continue to increase awareness of Frontier Fiesta within the University and Houston community. • Structure and implement a marketing plan. 	<ul style="list-style-type: none"> • Accomplish and On Going • On Going
<p>Operations</p> <ul style="list-style-type: none"> • Look at potential new locations for Fiesta • Continue to increase safety • Enhance site plan for the event 	<ul style="list-style-type: none"> • Accomplish • On Going; with the new propose location, FFA will continue working with UHPD and UHFD to ensure all safety requirements are fulfilled. • Accomplish
<p>Cook-Off</p> <ul style="list-style-type: none"> • Increase cook-off teams • Increase participation of cook-off teams in Charcoal Challenge 	<ul style="list-style-type: none"> • On Going • On Going
<p>Development</p> <ul style="list-style-type: none"> • Increase event sponsorship (dollar amount & gifts in kind) • Increase Alumni participation • Increase and organize Committeemen sponsorship • Increase local business participation 	<ul style="list-style-type: none"> • On Going, partnering with UH Office of Development • On Going • On Going with restructuring to Development plan • On Going
<p>Productions</p> <ul style="list-style-type: none"> • Work with organizations that have at one time or never participated with Fiesta, on continuing or starting a relationship with our event. • Continue to increase participation through the showcase of diverse student 	<ul style="list-style-type: none"> • Accomplish and On Going • On Going



talent, artist entertainment, variety shows, talent shows, carnival booth, and all components of Fiesta.

- Continue to centralize Family Fun Day around families and the community, and increase activities for them.

- Accomplish and On Going



4. Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned objectives and their importance as compared to other objectives that you might pursue. Where data exist, discuss the number of persons served by each of your programs, the satisfaction level of those served, and/or any other assessment measures evaluated. Please provide the method for collecting these data.

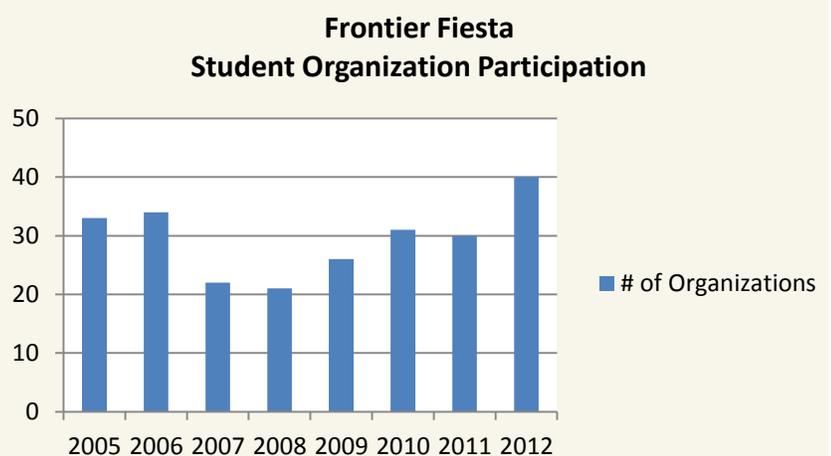
As an organization, the Frontier Fiesta Association conducted numerous post-event meetings with participants, Alumni Mentors and the Center for Student Involvement staff.

This upcoming year, the Frontier Fiesta Association faces tremendous challenges in regards to securing a location for the event due to the construction of our newly renovated stadium. During the summer and the beginning of the fall semester, the Frontier Fiesta Board has had conversations with Parking and Transportation, Transportation and Parking Advisory Committee, UH Police Department, and the UH Fire Department going over several location options. The Board and these other numerous entities worked to ensure our new location is safe for all patrons and visitors who come to Frontier Fiesta, as well as worked to ensure this event can be held for many years to come in this location. It is the Board's hope this new location will increase the amount of attention our event will receive and well as continue to showcase our university as it continues to grow and transform to an overall Tier One university.

To measure the success of Frontier Fiesta, the Frontier Fiesta Board looks into three categories: student organization participation, amount of scholarship rewarded, and attendance figures. Each of these categories is explained below.

Student Organization Participation

Since 2005, participation from student organizations has fluctuated over the years. This upcoming Fiesta, with our partnership with Activities Funding Board in regards to funding variety shows and carnival booths, we should see an increase in participation.

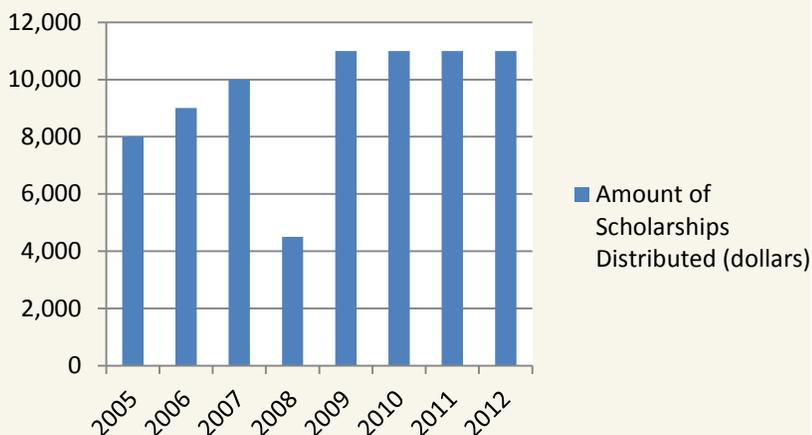




Scholarships

Scholarships remain a critical element to Frontier Fiesta. The Frontier Fiesta Board works year round to raise money which is distributed to incoming freshmen, current undergraduates, and graduates. The amount of each scholarship per student is a thousand dollars. We reward scholarships based on academic performance and community involvement. The annual amounts since 2005 are graphed.

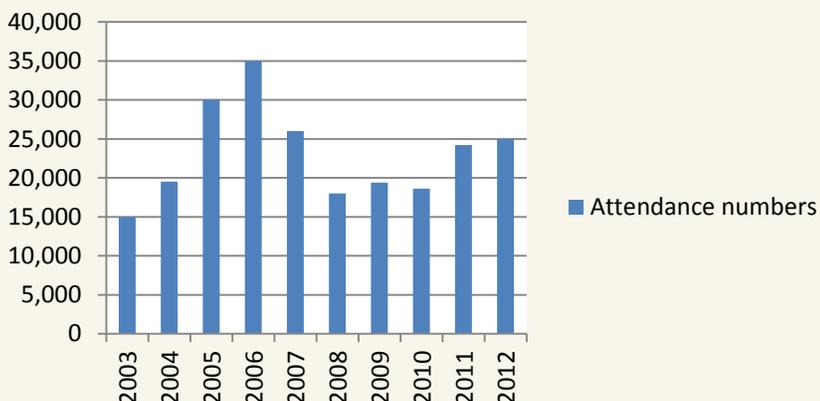
Frontier Fiesta Scholarship Allocation



Attendance

Frontier Fiesta utilizes a daily attendance count, conducted by the security and University staff posted at the entrance to Fiesta City in order to evaluate the effectiveness of marketing and appeal of events/services offered. Attendance figures since 2003 is graphed.

Frontier Fiesta Annual Attendance

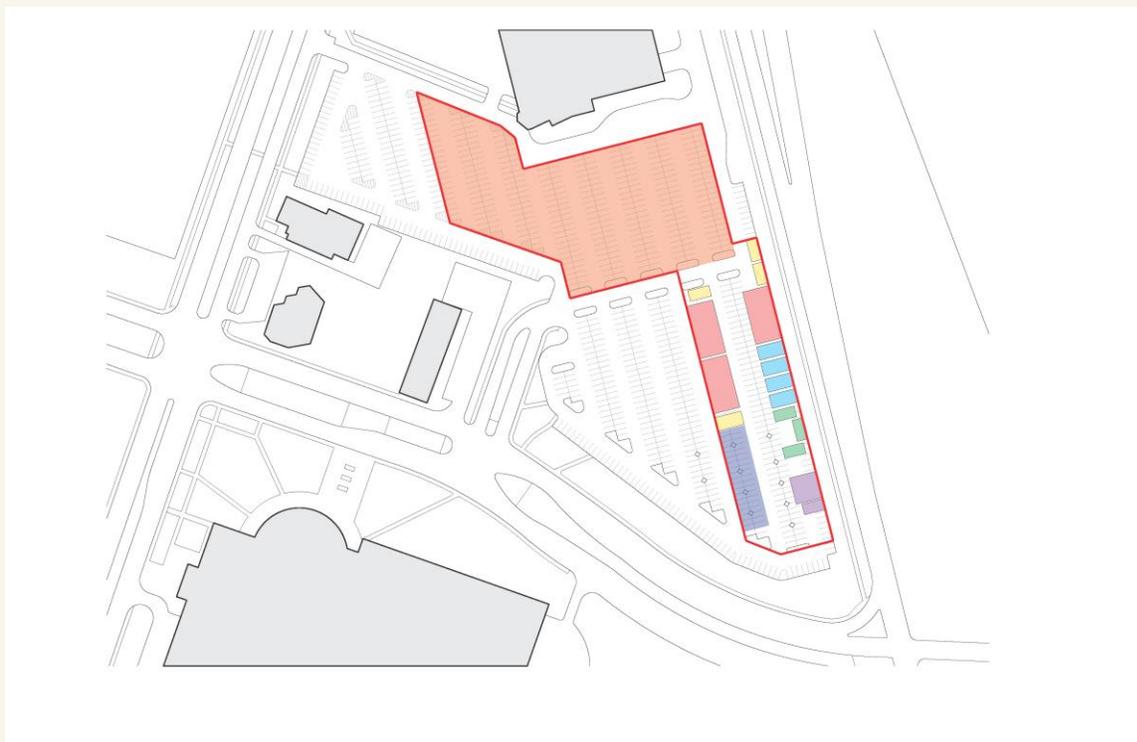




- 5. Please discuss any budget changes experienced since your last (FY2012) SFAC request, their impact on your programs, and your reason for implementing them. SFAC recognizes that some programs did not receive the funds that they requested, that some programs were impacted by additional expenses after the conclusion of the budget cycle, and that some programs may be ahead of or behind their self-generated income projections. In addition, if your unit concluded FY2011 with a Ledger 3 Fund Equity balance, please describe the conditions which caused the fund balance.**

This year, the Frontier Fiesta Association is asking for a One Time allocation to accommodate any expenditures associated in changing locations. This funding allocation will help support the parking rate charge given by the Department of Parking and Transportation and to help accommodate additional tents, electrical, transportation by buses, and water needs. Depending upon these actual operational costs, Frontier Fiesta will come back to SFAC and ask for this new amount to become part of our Base Augmentation. It is the Frontier Fiesta's Association's hope that our new location will become concrete for the next three years or if the possibility arises for Frontier Fiesta to return to our original location.

Below is a map of our new proposed location and timeframe for construction of Fiesta City. The parking lot shown is Lot 20A near the east Side Garage, across from Bauer,





The Frontier Fiesta is also asking for Base Augmentation of \$6024.12 in making our Chief of Staff position a Vice Chair position. FFA is the only fee funded organization without a individual to take over if the Chair, at any time, is not able to fulfill his/her duties. Currently the Chief of Staff is not paid, but yet is considered part of the Executive Staff. According to FFA constitution, the Chief of Staff job description states: "The Chief of Staff work directly with the Frontier Fiesta Chair, overseeing and ensuring the day to day operations of the Frontier Fiesta Association. Their duties include but are not limited to: notifying all Board members of meeting times, planning meetings and producing agenda, and coordinating all volunteers for Frontier Fiesta. They shall also act as the treasurer for the organization maintaining an operating budget and keeping track of the financial records." FFA feels the money added to our Base augmentation will help this position reach its potential and also help the FFA Chair success in their position.



6. The terminology for responding to this item has been amended to be consistent with the strategic planning framework. Therefore, SFAC requests that you report your success measures in terms of strategic initiatives and action steps versus goals and objectives as previously requested. To this end, please list your 2013-2014 strategic initiatives and action steps in priority order. Larger units may wish to group responses by subprogram. Under each strategic initiative, please state the specific action steps (programs, activities, services, policies/procedures, etc.) you implemented to accomplish your stated initiative.

Frontier Fiesta Association 2013 Strategic Initiatives and Action Steps

Chair

- Solidify a new location for numerous years
 - Keep in contact with respective department, committees, and individuals to get perspective
- Develop a yearlong plan for entire Frontier Fiesta Board
 - Creating and maintaining a balanced budget
- Raise awareness of Frontier Fiesta
 - Help director of Marketing with Social Media branding
 - More input in the marketing materials which will be distributed
 - Partnering with other organizations and their events
- Create and establish relationships with departments and faculty on campus for involvement in Frontier Fiesta
- Continue to reach out to more student organizations for their involvement in regards to variety shows and carnival booths
- Communicate with local government representatives, UH Board of Regents, and UH administration in regards to attending Frontier Fiesta
- Increase Social Media presence
- Increase Alumni Participation

Development

- Develop and maintain partnership with UH Development Office
- Increase event sponsorship (dollar amount & gifts in kind)
- Increase Alumni participation
- Increase and organize Committeemen sponsorship
 - Develop a new sponsorship package
- Increase local and regional businesses and corporations participation

Operations

- Solidify a new locations for Fiesta
- Continue to work with UH Police and Fire Department coordinating safety
- Enhance site plan for the event
- Work with UH Plant Operations to secure water and electricity for the event



- Create and develop operation plan for Frontier Fiesta new location
- Update Frontier Fiesta Red Operational Handbook

Marketing

- Increase Frontier Fiesta's Social Media presence (ie Twitter, Instagram, Facebook "Like" page)
- Continue to increase awareness of Frontier Fiesta within the University and Houston community.
- Structure and implement a marketing plan

Productions

- Work with organizations that have at one time or never participated with Fiesta, on continuing or starting a relationship with our event.
- Continue to increase participation through the showcase of diverse student talent, artist entertainment, variety shows, talent shows, carnival booth, and all components of Fiesta.
- Continue to centralize Family Fun Day around families and the community, and increase activities for them
- Create and initiate production plan
- Working efficiently to have all artist contracts in to UH Legal Counsel before the spring semester

Cook-Off

- Increase the number of cook-off teams participating
- Increase participation of cook-off teams in Charcoal Challenge
- Continue relationship with the Houston Livestock Show and Rodeo
- Increase participation of teams and faculty and staff involvement in Bake Fiesta
- Modify and update rules for Cookoff, Charcoal Challenge, and Bake Fiesta

Scholarships

- Increase awareness of the Fiesta scholarship around the community, and the University
- Increase exposure of the application through college websites, high school advisors contacts, and alumni connections.
- Simplify the scholarship reviewing process for Frontier Fiesta Board and judges.

Chief of Staff

- Continue to keep detail records of all Frontier Fiesta Board meetings
- Work to keep assistant directors and volunteers engaged in all Frontier Fiesta activities



7. What are the other possible sources of funding available to your unit and what efforts are being made to access them (e.g. grants, donations, etc.)?

The Frontier Fiesta Association actively seeks other sources of funding and systematically explores these avenues. This is accomplished through three primary areas – Committeemen, sponsorships, donations.

The most consistent area is the Frontier Fiesta Committeemen program. This program encourages prominent alumni and community members to sponsor the event through donations. The Frontier Fiesta Board continues to make becoming a Committeemen a onetime fee and a yearly donation to help in their continuous support of Frontier Fiesta and the Frontier Fiesta Scholarships. The Committeemen status is open to anyone that donates to the Frontier Fiesta Scholarship fund and continuous support of Frontier Fiesta.

The second avenue of donations is through individual and corporate sponsorship for parts of Fiesta City. The board continues to lay out specific sponsorships that include different areas within Fiesta City. Examples of sponsorship opportunities include the information booth, the general store, a wagon, or the jail. Sponsors have the option to be put on the website and FF event t-shirt. The packages have many privileges depending on the money donated and all of their funding goes towards the sustainability of the event through donations, corporate sponsorships, and the silent auction.

The Frontier Fiesta Association has information packets that clearly outlined the benefits for working with Frontier Fiesta. The Director of Development continues to identify previous and new sponsors and committeemen.

In addition to the information packet, Frontier Fiesta has partnered with the UH Development Office to help reach alumni and establish a website which allows alumni and anyone else to make donations directly to Frontier Fiesta. Frontier Fiesta has also provided a link to this website through our Facebook “Like” page and through our website. Through this partnership, Frontier Fiesta hopes to update our committeemen and alumni lists becoming more efficient when sending out sponsorship packets and other information related to Frontier Fiesta.

The board and alumni are working to establish a UHAA recognized Alumni group. The board is working to develop relationships with previous board members by having Alumni mentors and board reunions. FFA is also trying to build better relationships with organizations to increase involvement with Fiesta, as well as show support in other activities.

In order to make Fiesta run to its full potential, development works continuously to find resources which will help pay for increase in expenses, entertainment, marketing, maintenance, scholarships, and any additional expenses.



8. Please describe any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.

Although there is no overlap between the Frontier Fiesta Association and any other University unit, we feel it is important to note the campus partnerships that occur before, during, and after the event. The fee-funded groups that participate in Frontier Fiesta in some way include : Activities Funding Board, Student Program Board, Student Video Network, Homecoming, Council of Ethnic Organizations, Student Government Association, and the Metropolitan Volunteer Program. Some of the campus partners have and does include the Bauer College of Business, Program for Excellence in Selling, Conrad Hilton College, Campus Recreation and Wellness Center, Residential Life and Housing, Athletics, Student Affairs, and departments within the School of Technology and the Conrad Hilton Hotel and Restaurant Management. Frontier Fiesta remains an event that has no comparison at the University of Houston.