

UNIVERSITY of  
**HOUSTON**  
STUDENT GOVERNMENT ASSOCIATION

**BASE AUGMENTATION REQUEST FOR FY 15**

The Student Government Association (SGA) is requesting a base augmentation for FY 15. SGA has not seen a significant change in the operational (controllable) part of its base budget in quite some time.

75% of the annual SGA budget consists of non-controllable/dedicated expenses (personnel, administrative charges, contracted services, etc.). This leaves only 25% to controllable/assignable operational expenses (departmental budgets, initiatives, travel, elections, etc.)

Furthermore, in FY 05, SGA represented 34,663 enrolled students at the University of Houston and in FY 12; SGA represented 40,747 students, an approx. 17.5% increase.

As the numbers above indicate, the student government's budget is very non-controllable and does not allow the organization to operationally serve a growing student body.

**SGA Base Budget History:**

FY 14	\$140,263.00	
FY 13	\$142,399.00	<i>** Increase in base from FY 12 to 13 reflects an increase in student stipends (non- controllable), not operations (controllable expenses)</i>
FY 12	\$128,471.00	
FY 11	\$127,513.00	
FY 10	\$124,122.00	
FY 09	\$123,352.00	
FY 08	\$122,196.00	
FY 07	\$121,287.00	
FY 06	\$120,065.00	
FY 05	\$120,065.00	

The requested financial growth outlined below reflects the growth in SGA initiatives and the number of students served by the student government.

**MindMixer Contract Renewal (\$5,000.00)**

As the University of Houston continues to evolve the Student Government Association wants to empower the student body by allowing them to share their vision for UH and provide feedback on assisting the university in improving the quality of the student experience. Therefore, in August 2013 SGA launched ImproveUH, an online community and town hall system that allows students to share their ideas on how we can improve various aspects of the campus. Students may offer opinions and suggestions anytime, anywhere by simply signing on to [improve.uh.edu](http://improve.uh.edu). The ideas that gain traction are then reviewed by student government and university leadership.

The platform allows the student government to collect valuable data that in turn drives better decision making and advocacy efforts with university administration, the UH System Board of Regents, and elected officials. Furthermore, the platform encourages the student body to provide meaningful ideas to assist the campus in addressing challenges and concerns. This innovative tool has gained much media recognition and was featured in the Houston Chronicle (<http://www.houstonchronicle.com/news/houston-texas/houston/article/UH-to-launch-online-town-hall-service-4727226.php>). Since the launch the site has had approx. 11,000 page views and approx. 1,200 active users.

MindMixer is the vendor of record for the site and provides site support and client services. The current contract is set to expire on January 31, 2014. This base augmentation would support a renewal of the contract and continuation of the service.

### **Leadership Development (\$7,500.00)**

Leadership development is key in any organization and is critical to the success and productivity of the student government. Due to the limitations and other major commitments of the student government budget in the FY 14, approx. \$1250.00 was allocated for a student government retreat. The officers of the student body total approx. 65 student leaders across all three branches. The lack of operational flexibility in the budget does not allow for meaningful retreats and therefore has resulted in one-day retreats that do not allow for in-depth development experiences, especially for the members of the legislative and judicial branches who do not attend the Executive Leadership Retreat (XLR), which is attended by members of the Executive Cabinet and all other stipend student leaders. The base augmentation would support a more robust, overnight, leadership development and learning experience at the student government retreat.

### **Operations (\$6,000.00)**

Over the past couple of years, the student government has implemented a growing number of initiatives and has heavily increased marketing efforts to improve the visibility of the organization and awareness amongst the student body regarding initiatives. From marketing Improve UH to hosting an Economic Justice Conference to hosting Health & Wellness Week, a mayoral candidate forum, and much more the student government has increased its impact in the decision making process on campus and externally. With this growth, the executive departments and the Senate have been limited on executing initiatives at a level that meets the needs of our large student body. The base augmentation would support better internal operations, especially for the Department of Public Relations (to purchase enough promotional items and marketing materials to adequately grow visibility of SGA and our initiatives), Department of External Affairs (to be able to respond to the cost of reserving space and other related event spaces for unplanned events such as hosting an elected official), the Senate, and the Office of the President.

Base Augmentation Subtotal	\$18,500.00
6% Administrative Charge	\$1,110.00

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**Base Augmentation Grand (Net) Total      \$19,610.00**