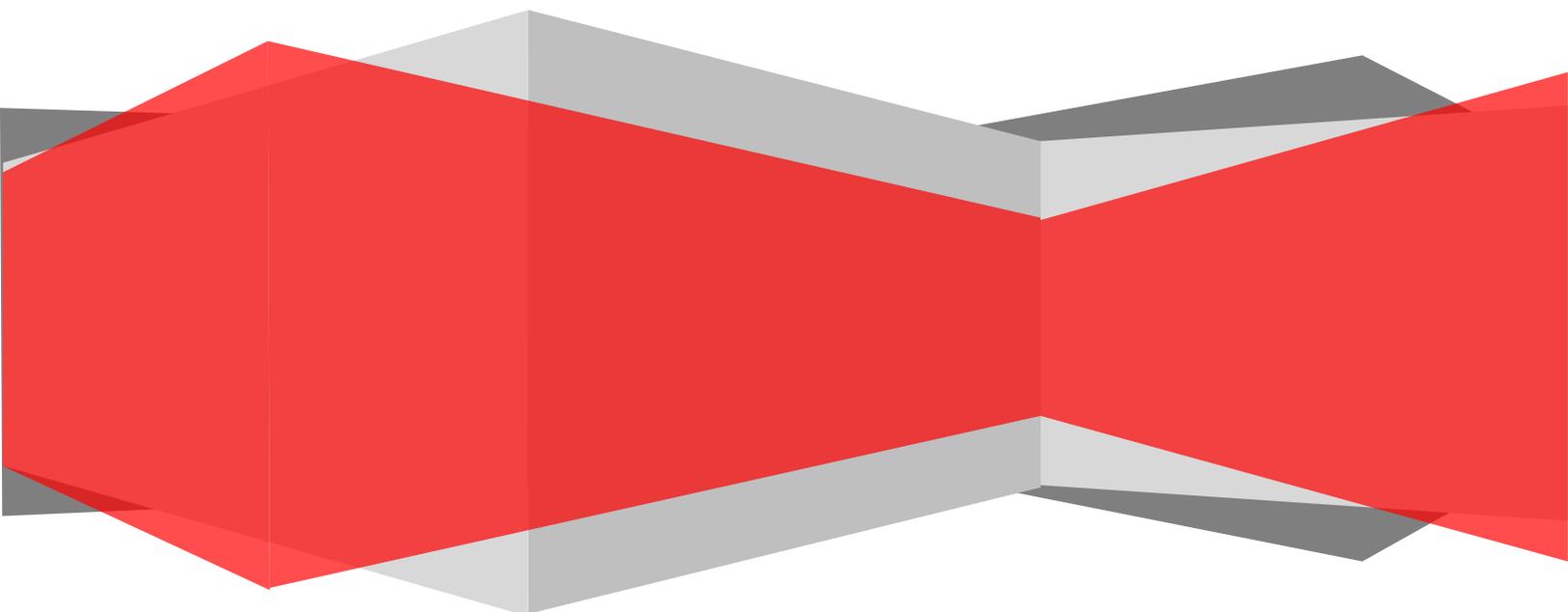


SPB SFAC

FY 2014-2015 Program Questionnaire



- 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 Student Program Board (SPB) is the University of Houston's premier fee-funded event planning and entertainment organization. SPB is a group of student leaders dedicated to programming socially engaging, diverse, traditional, and educational events to enhance each student's individual experience.

Our Mission

SPB's mission is to provide high-quality educational and entertainment programs that enhance student life at the University of Houston (UH) and contribute to overall student development. SPB exists to create programs that appeal to the student body by providing an array of diverse activities throughout the year in which all students are encouraged to attend.

Executive Summary

The 2013-2014 Student Program Board has realigned its goals and direction with the Division of Student Affairs Initiatives as well as the UH Strategic Goals. As SPB grows into a Tier One programming board, SPB integrates its core values of originality, hard work and passion into programming several quality events for UH students. SPB has the ability to impact students' college experience through ongoing opportunities for engagement and involvement. SPB strives to make every year memorable for each student, which is why SPB provides activities outside of the classroom, endeavor to increase overall satisfaction with student life on campus, and instill pride at the University of Houston.

The engaging experiences SPB provides for students contribute to their overall commitment to the university, and therefore encourage students to persist and graduate. SPB continues to enhance the vibrancy of campus life through programming as an important factor towards promoting student success.

SFAC allocated student fee dollars directly impact the quality of our organization and programs. SPB will continue to strive for excellence, stand confident with high energy, and put students first. It is SPB's hope that SFAC will continue to support our large goals and aspirations not only for the future of SPB, but for the future of the University of Houston's collegiate experience.

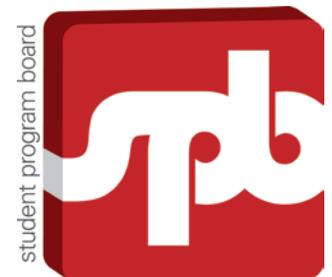
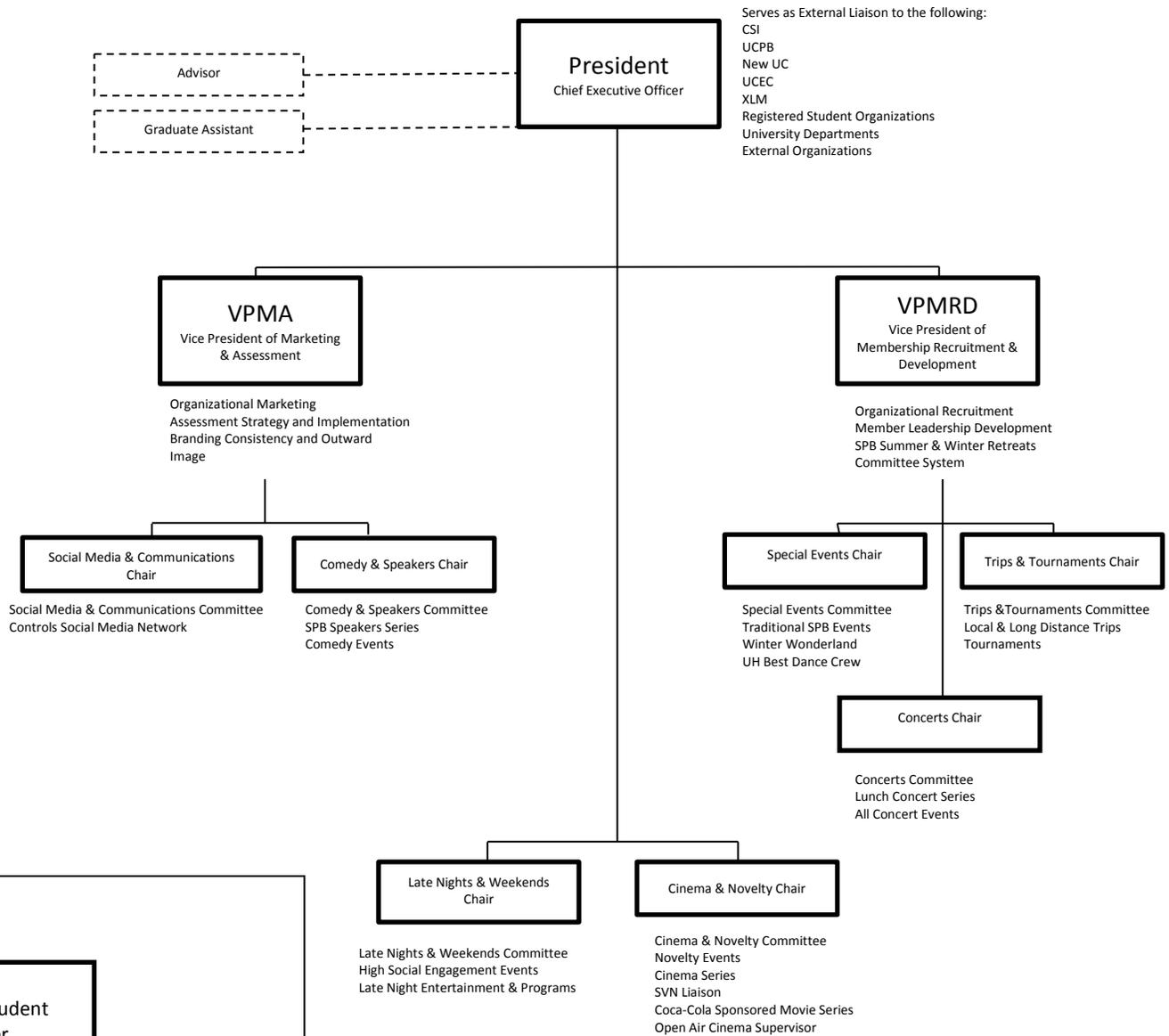
Anjali Tuck
President

Isaiah Ross
VP for Membership Recruitment & Development

Stephanie Bailey
VP for Marketing and Assessment

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, advisor, etc.), note this on your chart. Student employees should be cited on the chart and identified as students.

2013-14 STUDENT PROGRAM BOARD | ORGANIZATIONAL CHART



3. List your unit's strategic initiatives and action steps identified for the 2012-2013 academic year and cite the specific Division of Student Affairs Strategic Initiatives and University of Houston Strategic Goals to which they relate. Please comment on your success in achieving these strategic initiatives/action steps. If a strategic initiative/action step changed during the year, please note this and explain. Also, list any new strategic initiatives/action steps, the rationale for the addition, and comment on your success in achieving these items.

As stated in the executive summary, the 2012-2013 Student Program Board achieved many successes including goals stated from the previous year. The objectives and our progress on accomplishing each item are listed below:

1. Ensure and safeguard the long-term future success of the Student Program Board.

FY13 Action Steps:

- Continue development of the SPB Strategic Planning Committee, an internally run committee made up of executive leaders, chairs and committee members to determine the strategic direction and growth of the Student Program Board.
 - **Status: Changed**—The SPB Strategic Planning Committee has reorganized within the SPB Executive Team which is an internally run committee made of SPB President, the Vice President of Membership, Recruitment and Development (VPMRD), and the Vice President of Marketing and Assessment (VPMA) with the Advisor and Graduate Assistant to determine the strategic direction and growth of SPB.
- Develop a 5-year tactical plan for calculated growth of the budget to a \$1 million annual budget by the year 2016 – one which will offer University of Houston students the best programmed entertainment in the state of Texas.
 - **Status: Changed** – SPB has decided to alter their budget projections to strive for a \$500,000 budget by the year of 2016. Based on feedback from last year's SFAC, SPB will provide more justification for future budget increases.
- Maintain up-to-date research and benchmarked information from our peer institutions to gauge our services against those of our peer institutions.
 - **Status: Achieved** - During the academic year, the SPB President networked with programming boards across the country for fresh event ideas and benchmarking.
- Conduct yearly reviews and make necessary changes to our paid student leadership positions.
 - **Status: Achieved**- Reviews conducted with each position at the end of the year and shared with the new board members. Revisions were made within the SPB Constitution to clarify new responsibilities in several SPB positions.
- Work closely with the New UC Transformation Team to ensure SPB has the necessary facilities and work space within the New UC for our projected growth.
 - **Status: Achieved**- SPB worked with the UC staff and the Reservations office to reserve areas in the new UC for various programming opportunities.
- Work closely with the University Center Policy Board, Student Government Association and other UH governing bodies to ensure University of Houston expansion plans allow room for SPB's growth both in space and scope.
 - **Status: Achieved/On-going**—SPB's President during FY13 was on the UC Policy Board, a member of SGA, and also sat on various UH committees.

New FY14 Action Steps:

- SPB board members evaluate and assess their growth as leaders with the Advisor throughout the year by utilizing the National Association of Campus Activities (NACA) Student Leader Competencies.

- The Get On Board (GOB) program has been initiated by the VPMRD, as a leadership development and student involvement initiative for the SPB special interest committee system. This program allows SPB to produce engaging events while fostering organizational growth and sustainability.

Relation to DSA Strategic Initiative 2.2: SPB's growth and sustainability impacts the development of campus life. These new and existing resources support our opportunities to provide students to get involved on campus.

Relation to UH Strategic Goal 2: SPB's safeguard of sustainability helps support engaging events for students, which causes greater institutional commitment, which in turn compels students to persist and graduate.

2. Modernize and expand the SPB Cinema Department.

FY13 Action Steps:

- Upgrade the SPB Cinema Department with the necessary tools to show 1080p theater quality movies in an outdoor setting. Upgrade equipment with TV receiver and PS3 capabilities to allow for screened TV events and video game tournaments.
 - **Status: Achieved** - Due to a one time allocation approval, the SPB Cinema Department includes the Open Air Cinema Screen that can play video games and broadcast TV with PS3, and includes a Blu-ray DVD player. SPB finalized a proposal for Registered Student Organizations (RSOs) and departments to use the screen under SPB supervision. The proposal request forms are available on the SPB website and Get Involved site.
- Continue to explore venue collaboration possibilities across campus in order to accommodate larger audiences on a more frequent basis (EX: Cougar Field, etc.).
 - **Status: Achieved** - SPB explored potential venues such as Campus Recreation Center front lawn, intramural sports fields, and the new Lynn Eusan Park stage.
- Develop a plan for a monthly movie series for residential students.
 - **Status: Achieved** - SPB has enhanced our monthly movie series with an increase of sponsored films thanks to our partnership with the Coca-Cola, Auxiliary Services, and Cullen Performance Hall. Last year, SPB programmed six movies with Auxiliary Services and reached approximately 970 attendees total. Please refer to SFAC question six (6) for cost savings.
- Hold two to three premieres/pre-screened movies on campus every semester.
 - **Status: Achieved** - After the highly attended *Paranormal Activity 3* movie premier, SPB contacted movie studios to provide free premiers for our students on campus. Last spring, SPB held two movie premiers, *Evil Dead* and *Side Effects*, with an attendance range between 200-300 students for each showing.

New FY14 Action Steps:

- SPB hosted training with a Starlight Productions trainer and invited fee funded organizations and departments such as CSI, UH Athletics, Auxiliary Services and UC staff to operate the Cinebox Elite outdoor screen.
- SPB partnered with UH Athletics to use the Open Air Cinema screen to provide the movie *Iron Man 3* after a UH Volleyball game with an attendance of 167.

Relation to DSA Strategic Initiative 1.4: The expansion of SPB Cinema programming provides evening events for UH students on campus. Therefore, students are exposed to the vibrancy of UH campus life outside of academia. The commuter population is also able to experience campus life outside of the classroom through our events, thus sparking a possible interest in residential life and creating greater ties to the University as a whole.

Relation to UH Strategic Goal 2: SPB Cinema programming will provide more opportunities for student engagement which contributes to institutional commitment and student success.

3. Further develop and expand the SPB Trips segment.

FY13 Action Steps:

- Expand funding for trips to allow for at least one large trip monthly (EX: Six Flags, etc.).
 - **Status: Achieved** - SPB defines large trips as those outside Houston with high expenses, whereas small trips are defined as those occurring within the city of Houston and having a lower cost. SPB Trips programmed two large trips to Six Flags in Arlington and San Antonio, each with two full size charter buses last year. SPB Trips also programmed one large trip to the Texas Renaissance Fair in the Fall.
- Expand funding for trips to allow for a bi-weekly local trip series to destinations within the city of Houston.
 - **Status: On-going** – SPB is planning for a monthly local trip series to destinations within the city of Houston. UH students live in a thriving metropolis with renowned theaters, museums and recreation, and should have access to experience the city.
- Develop necessary plans to implement use of more than one bus per trip in order to accommodate more students.
 - **Status: Achieved** – SPB gathered feedback from students through assessments and word of mouth to create new engaging trips they would enjoy.

Relation to DSA Strategic Initiative 1.4: SPB Trips provides new opportunities for student involvement in campus life. Trips allows students to unite to show we are all a part of a UH community.

Relation to UH Strategic Goal 2: SPB's Trips programming helps support engaging events for students, which causes greater institutional commitment, which in turn compels students to persist and graduate.

4. Continue the enlargement and intensification of our marketing and assessment area and its resources.

FY13 Action Steps:

- Begin use and implementation of the substantial equipment investment SPB has made in the marketing area.
 - **Status: Achieved** - SPB uses table covers, flags, and tents to brand the organization at their own events, and also when tabling at organization fairs, and other collaborative events.
- Permanently develop an efficient, effective street team for on-campus marketing.
 - **Status: Achieved** - The VPMA developed a strategic marketing outline and marketing plan to target residents, commuters, and non-traditional students at UH. The VPMA updated the comprehensive Marketing Plan Form and Marketing Needs Form for marketing material delivery and distribution purposes.
 - Due to the increase in student population at UH, the VPMA and committee chairs research creative and innovative ways (such as Harlem Shakes videos) to market events in addition to the usual handbills and posters. One research method has been through attending educational sessions at both the NACA regional and national conferences geared towards marketing. These sessions put forth new ideas and allow students to benchmark with other campuses on marketing.
 - SPB commercials are played during cinema events to market future SPB events.
- Expand use of free marketing and publicity.
 - **Status: Achieved** - Our material distribution has expanded to electronic postings such as social media, SPB website, Get Involved website, video walls around campus, SPB listserv, Coog News, CSI email listserv, Honor College listserv, Residential Hall listserv, Dr. Bott's class, and the Daily Cougar. SPB also has continued to physically post marketing materials in academic buildings,

- residential halls, department buildings, dining areas, and Cougar Postings. This allowed SPB to market to students who don't already attend our events as well.
- The SPB Social Media and Communications Committee Chair researches trend setting marketing techniques, such as creating a Harlem Shake video, to attract and excite UH students. Instagram has been a new addition to our social media cache, where we take pictures and videos at SPB events to show a "behind the scenes" view of SPB involvement opportunities. SPB has also continuously updated its Facebook and Twitter accounts to engage the UH student population.
- Further organize SPB's assessment data to better serve our students.
 - **Status: Achieved** - The VPMA has worked on our assessments and surveys with our Advisor to make sure these documents reflect the Division of Student Affairs and Enrollment Services' vision of assessment in its five (5) year strategic plan. Please refer to SFAC question four (4) for further explanation on how we utilize assessment to evaluate our success.

New FY14 Action Steps:

- SPB is becoming more proactive on the Get Involved website by posting information about our events and the GOB program. The VPMRD tracks our membership status with students on this website as well.
- The Marketing Team is a group of officers from each special interest committee under the guidance of the VPMA in conjunction with the GOB program. The Marketing Team's responsibilities include distributing marketing materials and promoting events on campus.
- SPB has purchased various promotional items such as customized sunglasses, stickers and handbills with cell phone E-grips. These items function as giveaways for students, while also serving as branding opportunities for SPB. The VPMA also looks into marketing promotions such as event t-shirts that could incentivize students to attend SPB events.

Relation to DSA Strategic Initiative 4.1 & 5.3: The marketing strategies act as advertisement to increase awareness of student involvement and engagement opportunities on campus. Assessments demonstrate how SPB implements a culture of accountability and improvement by evaluating program outcomes through student responses.

Relation to UH Strategic Goal 2: SPB continues to utilize its marketing resources and improve our tactics geared towards increasing student attendance at events which in turn will get more students excited about university commitment and encourage them to persist and graduate.

5. Establish a functioning, successful event planning and special interest committee system.

FY13 Action Steps:

- Continue focus on event planning through the committee system.
 - **Status: Achieved**– SPB provides training on their event planning process by using hands on experience with reservations, contracts, vendor research, marketing and assessment through bi-weekly committee meetings held by each chair.
- Develop an organizational chart with non-paid leadership positions within committees. Continue focus on committee meetings over general membership meetings to ensure involvement.
 - **Status: Achieved** -Each SPB chair operates their own structured organizational chart for their committee, detailing each committee member's roles and responsibilities with oversight from the Executive Team. The SPB chairs act as a liaison and mentor to members, which allows new students to develop, thereby gaining experience through their committee system involvement.
- Develop a campus collaborations committee to maintain relationships with other campus organizations and departments.

- **Status: Changed** – Instead of having one committee devoted to maintaining relationships with different departments, SPB has each individual programming committee maintain relationships with departments in their functional areas. For example, the Late Night and Weekends Committee maintain a relationship with Student Housing and Residential Life and Residential Hall Association.
- Cultivate leadership development program to turn committee members into chairs.
 - **Status: On-going** -The GOB program encourages students to transition from volunteers to members, by offerings such benefits as a membership t-shirt, special interest committee involvement, leadership development, networking opportunities, and hands on event planning experiences that provide students with both professional and interpersonal skills.

New FY14 Action Steps:

- The GOB meetings include leadership workshops facilitated by our board members, and interactive activities that provide hands on experience and knowledge that can correlate to a professional setting. For example, the Concerts chair facilitated activities that dealt with time management whereas the Late Nights and Weekends chair focused on team building.
- The Event Planning Competition within the GOB program provides members with the opportunity to learn the SPB programming process. SPB volunteers and members are also given the opportunity to translate their ideas into events.
- Open forum was introduced for the members as part of general membership meetings to provide feedback on the GOB program, SPB events or other additional topics.

Relation to DSA Strategic Initiative 2.2: SPB's committee system establishes an effective plan to support organizational sustainability and growth. On a daily basis, numerous ideas and plans are set into place to further the success of our events. As we continuously utilize these resources to better our events, we also were bettering student life by providing a more meaningful college experience.

Relation to UH Strategic Goal 2:SPB recognizes its committee system as a resource base that will enable us to accomplish our mission to provide engaging events that can instill university commitment and contribute to student success through persistence and graduation.

6. Maximize the popularity of SPB's Special Event Series.

FY13 Action Steps:

- Maximize Winter Wonderland, turning it into a major University of Houston tradition.
 - **Status: Achieved** - Winter Wonderland, SPB's largest Special Event, increased attendance from 7000 to 8500 students from 2011 to 2012. The event offered 120,000 lbs of snow, funnel cakes, hot cocoa, free novelties, musical entertainment, and inflatables. SPB would like to offer more activities during the event to increase student satisfaction and expand overall programming.
- Expand UH Best Dance Crew to double the event in size and scope.
 - **Status: Achieved**—Attendance for UH Best Dance Crew increased from 250 in 2012 to 450 students in 2013. The addition of an outside guest dance crew will continue to be a reoccurring aspect of the event.

New FY14 Action Steps:

- SPB would like to expand programming within Winter Wonderland. Along with collaborations from RSOs and outside sponsors, an ice skating rink has been added also.
- Our Special Events chair has plans to change the UH Best Dance Crew to UH's Got Talent to broaden student talent within the competition.
- Last spring semester, the event Spring Fest was addition to our programming with an attendance of 300 students. The SPB Special Events committee chair is planning to transform the event on a similar scope and scale to SPB's annual Winter Wonderland and encompasses collaborations and a possible thematic party as a main attraction.

Relation to DSA Strategic Initiative 1.4: SPB's Special Events contribute increasing the development of a vibrant campus life. These events create a programming tradition for campus life. Every year students are able to feel integrated into the UH community by participating in these interactive and fun events. It is our goal to continue to create traditional, special events that students will always look forward to attending.

Relation to UH Strategic Goal 2: These special events provide student engagement opportunities that can enhance their commitment to the university which in return aids to student success.

7. Activate a Speaker's Series as a stimulus to the reputation of our speaker/comedy programs.

FY13 Action Steps:

- Attract big named speakers to a collaborative speaker series that happens annually.
 - **Status: Achieved** -Last year SPB brought Zach Wahls as collaboration with the LGBT Resource Center and Women's Resource Center which brought an attendance of 152 students. SPB brought several well-known comedians as well, including Steve Lemme and Kevin Heffernan from Broken Lizard (attendance of 362 students), and Ali Wong from Comedy Central (attendance of 204 students).
 - SPB will continue to attend NACA conferences to search for a speaker options that align with our mission.

Relation to DSA Strategic Initiative 1.4: SPB's Speakers Series allows more expansion into evening programming options as a part of campus life. Speakers also provide an educational component to SPB programming. SPB's goal of the series is to foster the creation of a united learning community.

Relation to UH Strategic Goal 2: Student engagement through these events can potentially contribute to a greater institutional commitment which is a significant factor to student success.

8. Continue and cement our collaboration efforts with other campus organizations/departments.

FY13 Action Steps:

- Being venue work with Cullen Performance Hall and Cougar Field.
 - **Status: Achieved** - Last year, SPB partnered with Auxiliary Services and Cullen Performance Hall to provide Coca-Cola Sponsored Free Movie Nights as a programming option. This year, SPB will continue Coca-Cola Sponsored Free Movie Nights with Auxiliary Services.
- Continue large collaborations with the Council of Ethnic Organizations (CEO).
 - **Status: Achieved**– CEO supported SPB's 2013 Winter Wonderland event by providing a snow globe inflatable with photo booth capabilities. SPB tabled at CEO's International Explosion as well. We are both seeking partnerships on future events, and have already host two collaborative events this Fall.
- Continue new relationship with venues and programs dealing with the Blaffer Art Gallery and other UH departments.
 - **Status: Achieved** – SPB provided volunteers and equipment for Blaffer to use for their screening of Pink Flamingos as well as programmed a musical chairs activity during Blaffer Bash in the Spring 2013 semester. SPB has also provided a DJ for Blaffer events. SPB received positive feedback from Blaffer Art Museum and will continue to seek future collaborations.
 - SPB is heavily involved with Move-In Weekend and Weeks of Welcome, which results in numerous event collaborations. Our partnerships include the University Center, Student Housing and Residential Life, Resident Hall Association, Campus Recreation and Wellness Center, Greek Life, Baptist Student Ministry, and the Center for Student Involvement. Our 2012 involvement included Game Night, Party in the Park, PlayFair, 21 Jump Street, Cat's Back, J. Chris Newberg and The Avengers.

- Continue collaborations with other SFAC Fee Funded and non-Fee Funded Organizations.
 - **Status: Achieved**-Thanks to Frontier Fiesta collaboration, SPB brought the performer Lights to 2013 Frontier Fiesta which brought an attendance of 1600. SPB and Frontier Fiesta collaboration provides cost savings and evening programming during Frontier Fiesta. SPB only covered Lights fee of \$12,500 which includes lodging, transportation, parking, food, and performer fee. Frontier Fiesta funded the venue, staging, security, sound, lights, fencing, and green room, for a savings of over \$20,000. Our partnership impacts the development of campus life, fostering institutional commitment and promoting student success. As a result, Frontier Fiesta and SPB programming for the upcoming spring event.
 - SPB continued our partnership with other SFAC fee-funded organizations. Our collaborations include participation in Student Video Network's (SVN) Outdoor Movie Festival (OMF) and providing a DJ for 2012 Homecoming Glow Run.
 - SPB has continued outreach for collaborations with Registered Student Organizations (RSOs) and departments around campus. Last year, SPB collaborated with Mr.UH board for Mr.UH, Pi Kappa Phi for a movie night, the College Kids for the UH Harlem Shake video, and Sigma Nu provided food for SPB's Rodeo Concert.

Relation to DSA Strategic Initiative 1.4: Our collaborations and partnerships have allowed SPB to explore new routes of programming to continue to develop campus life. It is our goal to provide students with quality events that will increase student satisfaction with campus life. We recognize that through collaboration, not competition, we can reach an even higher goal. We strategically set out to work with students groups and departments with the same goal and innovative qualities that will take campus life to the next level.

Relation to UH Strategic Goal 2: SPB recognizes other UH organizations and departments as resources to accomplish our mission to further institutional commitment as a contribution to student success.

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 and any assessment measures used to evaluate program success. Please provide the method for collecting these data.

It is our responsibility as program planners to coordinate events that will result in maximal student attendance and satisfaction. Evaluating SPB events is a crucial part of the event planning process. Through programming standards and assessments, we are able to provide engaging events, learn from past mistakes, and amend procedures for event planning. In doing so, SPB furthers increase student involvement and satisfaction at our events.

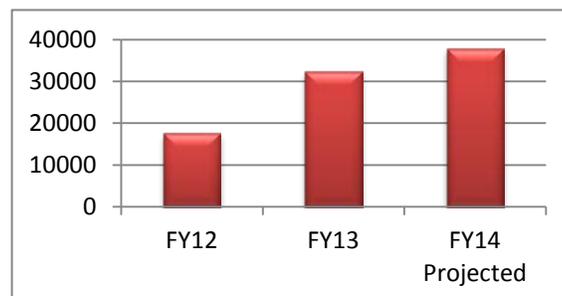
Assessment is not only useful for event planning improvements, but is critical in building team work. After each event, board members come together and critique the positive and negative aspects of the event. These meetings foster constructive discussions, which allow the board members to learn one another. This process is critical to the overall growth of the Student Program Board.

SPB utilizes the following methods to evaluate the board's success in achieving our program standards:

- a. SPB's assessment tools include, but are not limited to:
 - Text surveys/polls for use during major events that require audience input
 - iPads for assessment surveys utilized after an event to replace paper assessments
 - iPads for information collection and membership sign-ups to replace paper brochures and paper info sheets
 - Paper surveys and membership sign-ups when Wi-Fi is unavailable
- b. Each Chair is required to complete a program planning file for every event, including marketing forms, an event check list, and an event evaluation form, which are then discussed with the chair's liaison. The assessment form includes attendance, total cost, cost per student, student feedback from surveys, strengths and weaknesses of the event, improvements for future events, and the Chair's personal perspective on the event.
- c. The SPB Executive Team debriefs and assesses every event at a weekly executive meeting. The whole Board addresses and discusses the event at the weekly board meetings.
- d. SPB continues data collection related to attendance and cost per student to assess our marketing plan. We believe that attendance at our events is the most direct form of feedback from students.
- e. During the summer, the VPMA reevaluates SPB's event evaluations and surveys within the scope of the Division of Student Affairs assessment goals. With the help of Advisor, we currently have an assessment plan and execution strategy. Surveys created by the VPMA help shape future SPB events.

Below is the attendance from 2012-2013 SPB events as well as comparison over the past three years.

Annual Event Attendance



FY13 SPB Events

DATE	EVENT	ATTENDANCE
23-Aug	Game Night with RHA	255
25-Aug	Welcome Back Concert	318
26-Aug	PlayFair	810
27-Aug	21 Jump Street	484
29-Aug	Cat's Back Laser Tag Arena	988
5-Sep	J. Chris Newberg	145
7-Sep	The Avengers	379
20-Sep	Dynamo Game	55
27-Sep	Coca-Cola Sponsored Movie Nights: Madagascar 3	80
2-Oct	SVN Outdoor Movie Festival:Hunger Games	330
11-Oct	SPB Game Night	455
12-Oct	Family Weekend: Andy Grammer	951
16-Oct	Cristela Alonzo	166
20-Oct	Six Flags	103
24-Oct	Ali Wong	204
25-Oct	Coca-Cola Sponsored Movie Nights: Insidious	351
26-Oct	Mr. UH	225
28-Oct	Halloween Pajama Party	474
30-Oct	Grant Lyon	86
31-Oct	Octoberfest: The Apparition	180
8-Nov	Free Verse	78
13-Nov	Zach Wahls with LGBT & Women's Resource Center	152
14-Nov	Lunch Concert: Jake Ousley	755
18-Nov	Texas Renaissance Fair	48
28-Nov	Winter Wonderland	8500
28-Nov	Coca-Cola Sponsored Movie Night: Flo-State	47
29-Nov	Broken Lizard& Dark Knight Rises	562
5-Dec	Lunch Concert: Maggie & Shane	1086
5-Dec	Gina Yashere	96
6-Dec	Stress Free Finals: Ted	306
14-16 Jan	Cat's Back Amazon.com Promotion	2500
22-Jan	Side Effects Premier	246
23-Jan	Nelly's Echo	1292
24-Jan	SPB Game Night	409
31-Jan	Trance Lady	207
7-Feb	Rodeo Concert	112
11-Feb	Carlie&Doni	826
14-Feb	UC Valentine's Gift Mart: Build-a-Bear	500
14-Feb	Coca-Cola Sponsored Movie Night:Breaking Dawn 2	115
14-Feb	Pink Flamingo with Blaffer Art Museum	27
20-Feb	Harlem Shakes Flash Mob with College Kids	1500
21-Feb	Lunch Concert: STAMPS	127
22-Feb	SPB Game Night	497
28-Feb	SVN Outdoor Movie Festival:Skyfall	200
6-Mar	Safe Spring Break: Red Dawn Movie Promotion	140
6-Mar	Lunch Concert:TheIveys	512
21-Mar	LIGHTS with Frontier Fiesta	1600
25-Mar	Evil Dead Premier	480
27-Mar	Marcus	42
28-Mar	Coca-Cola Sponsored Movie Night:The Hobbit	205
29-Mar	Game Night	250
1-Apr	Shooting Beauty with Pi Kappa Phi	234
3-Apr	Chad Daniels	90
11-Apr	Blaffer Bash	50
11-Apr	UH Best Dance Crew	450
17-Apr	Jen Kober	97
18-Apr	Coca-Cola Sponsored Movie Night:Gangster Squad	192
20-Apr	Six Flags	110
24-Apr	Spring Fest: Joe Moorhead	300
26-Apr	SPB Game Night	210
30-Apr	Coca-Cola Sponsored Movie Night: Hansel & Gretel	130
	TOTAL ATTENDANCE	32,326

- 5. Please discuss any budget or organizational changes experienced since your last (FY2014) 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 FY2013 with a Fund Equity addition to Fund Equity, please describe the conditions which caused the addition.**

There were differences between the amount of SFAC request and actual SFAC allocation for FY 2014. SFAC funded \$9,850 of the \$80,000 general programming request, and did not fund the \$16,125 base allocation request for travel funds to attend the NACA regional and national conferences. Because SPB didn't receive the full \$80,000 for general programming, SPB was limited to offer more programming options in evening and weekend events. SPB also sent fewer representatives to NACA conferences to accommodate for decrease in anticipated travel funding.

SPB concluded FY13 with a Negative Fund Equity of \$393.00. This negative equity was a result of SPB being charged for two expenditure requests totaling \$1,200.00 in August of FY13, instead of September of FY14. Expenditure requests are normally submitted two weeks prior to an event to help ensure that vendors are paid on time. Both of the expenditure requests submitted corresponded to an event occurring in early September. Though they were requested to be paid in September, the payments posted to August when the paperwork was first submitted.

As of August 31st, 2013 SPB's fund equity balance in their SFAC Cost Center was \$18,561.53.

- 6. Please list your 2014-2015 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs Strategic Initiatives and University of Houston Strategic Goals to which they relate. 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.) that you intend to implement to accomplish your stated initiative.**

Strategic Initiative 1: Improve and develop an effective, comprehensive branding, marketing and assessment plan to amplify SPB's presence on campus.

Action Steps:

- Launch a campus wide marketing campaign to brand the Student Program Board. Conduct yearly reviews on the marketing and assessment plans for consistent updates and changes.
- Annually research marketing strategies of other successful program boards.
- Implement inventory system for SPB's promotions to assess the need for marketing items such as handbills, posters, t-shirts and other SPB promotional giveaways.
- Collaborate with the Commuter Services in order to target commuter students.

Relation to DSA Strategic Initiative 4.1 & 5.3: SPB strives to create new opportunities for student success through engaging the students with leadership developmental lessons.

Relation to UH Strategic Goal 2: Marketing and assessment promotes an initiative to increase student attendance at events which can potentially contribute to a greater institutional commitment which is a significant factor to student success.

Strategic Initiative 2: Diversify and expand programming to further increase student satisfaction with campus life.

Action Steps:

- Offer high energy, interactive evening and weekend program options on a bi-weekly basis that appeal to UH students, especially residents.
- Collaborate with other organizations and departments that can contribute to evening and weekend programming such as RHA, SFAC fee funded organizations, RSOs and UH departments.
- Plan at least two (2) large trips annually to various attractions outside of Houston.
- Plan at least two (2) small trips annually within the city of Houston.
- Program at least one (1) homegrown tournament event each semester, which potentially includes the involvement of UH faculty, staff and UH students on campus.
- Continue to evaluate students' responses on programming options through assessments.

Relation to DSA Strategic Initiative 1.4: SPB strives to create new opportunities for student success through engaging the students with a variety of quality events on campus

Relation to UH Strategic Goal 2: Student engagement through these events can potentially contribute to a greater institutional commitment which is a significant factor to student success.

Strategic Initiative 3: Maintain SPB's organizational sustainability and growth.

Action Steps:

- Maintain and revise GOB program on the regular basis if necessary.
- Revise membership system and event planning competition to accommodate for experienced members.

Relation to DSA Strategic Initiative 2.2: SPB recognizes students must become active citizens within the organization in order for growth and sustainability to occur. It is our goal to continually assess and revise our membership program to be further equip out members for success.

Relation to UH Strategic Goal 2: SPB recognizes its membership system as a resource base that will enable us to accomplish our mission to provide engaging events that can instill university commitment and contribute to student success through persistence and graduation.

Strategic Initiative 4: Continue to enhance and strengthen our collaborative relationships with organizations and departments to create quality events.

Action Steps:

- Cultivate a collective identity with other fee funded organizations that demonstrates a united vision for the University of Houston.
- Continue to seek out collaborations with departments and organizations, such as Bauer College of Business, NSM College, UHPD, UH Health Center, and Professors with Pride.

Relation to DSA Strategic Initiative 1.4: SPB continues to create strong and smart relationships with other entities that work towards increasing campus life and student success. It is our goal to utilize our unified mission with others to provide the ultimate collegiate experience.

Relation to UH Strategic Goal 2: SPB will continue to use other organizations and departments as resources on campus to ensure the success of students.

Strategic Initiative 5: Work towards becoming a locally and nationally-acclaimed programming board.

Action Steps:

- Accomplish large scale events that attract the local media, which include Houston news outlets.
- Provide submissions to NACA Regional and National awards and ACUI Regional and National awards for recognition of both organizational and SPB Student Leader achievements.

Relation to DSA Strategic Initiative 4.4: SPB's goal of recognition is to be known for our programming provided through our quality events.

Relation to UH Strategic Goal 5: SPB aims to increase our recognition on both local and national, which is in line with the University's goal to be known for its accomplishments level.

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.)? If you receive funds from other sources, please briefly describe the source, purpose, and duration of the funding and report the amounts received in the appropriate rows/columns on the SFAC Spreadsheet.

1. This year SPB sent a proposal to AIO Wireless to sponsor part of the 2013 Winter Wonderland, such as an outdoor ice rink or inflatable attractions.
2. SPB partners with various marketing companies such as Levenson Entertainment Division, Cross Cultural Marketing, Allied THA, and Moroch that provide free screenings of movies before they are released in theatres geared towards the college student audience. Movie production studios such as Paramount, Summit Entertainment and Fox, partner with marketing companies to promote and waive the movie screening fees which includes the 35mm film reel, security, venue and physical marketing to show on our college campus. After the successful attendance at *Paranormal Activity 3* and *American Reunion* premieres, SPB continues to scout for screening opportunities to provide on our campus every semester. Last year, SPB brought *Side Effects* and *Evil Dead* to campus free of charge in the Houston Room with attendance ranging from 250 to 500 attendees. This semester, SPB already premiered *You're Next* and *Don Jon*.
3. Our partnership with the Coca-Cola Company has continued to allow SPB to show first run movies. The venue locations have included Lynn Eusan Park and Cullen Performance Hall. Coca-Cola sponsors the cost of the movies which range from \$800.00 to \$1,000.00 each. SPB has been able to show between three to four movies each semester from funding provided by Coca-Cola.
4. The SPB Trips ticket sales also provide SPB with an opportunity for another source of funding. Students are asked to pay \$5.00 to \$25.00 to subsidize additional expenses for trips. Their fees decrease the total costs of large trips such as Six Flags.

SPB believes these sources of funding allow for more opportunities to plan events by contributing to programming expenses. The Student Program Board is always exploring new ways to stretch their budget, while still continuing to provide quality programming for the student population at the University of Houston.

- 8. Please describe any services that are similar to yours and/or any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.**

There currently is no overlap with other organizations.