

Council of Ethnic Organizations

FY2015 One-Time Requests

CEO would like to request a one-time allocation for the spring 2015 semester of \$19,523.00. These allocations will allow CEO to program larger events, and have an increased presence and provide more marketing on campus.

1. \$8,000.00 to host a large, spring semester event, CEO Cooglympics
2. \$9,040.00 to increase organizational marketing
3. \$1,000.00 for membership incentives
4. \$1,013.00 for a new position, Social Media & Communications Chair
5. \$470.00 for a position change, Chair for Membership Development to Director for Membership Development

As CEO is getting more recognition on campus and getting a higher membership base, it is important that we are able to keep up with the demands of the student population.

FY2015 One-Time Request #1 – Large Spring Semester Event: CEO Cooglympics

CEO would like to create a new signature event called Cooglympics. This event would showcase sports and competitions from all across the globe. The sports showcased could include traditional Olympic Games and nontraditional games such as cricket, rugby, and badminton, soccer, etc. CEO would provide background information on the history of each game to incorporate an educational element to the event as well. CEO estimates the event cost to be \$8,000. This cost includes sports equipment, photo novelties, prizes, T-shirts, sports novelties, marketing, and space reservation costs. CEO has also been polling students to determine interest in a “Cultural Olympics.” Of the students polled, 76% said they would be likely or very likely to participate. The benefit of this event would be to showcase different cultures in an interactive manner, and encourage students to engage in sports they may not have discovered on their own. Below is a table showing the benchmarking for University of Texas at Austin and Rutgers University based on their programming budget. Rutgers reports that they allocate \$100,000 on their traditions programming and as this large event will ideally become a tradition for CEO we have based our request off of the numbers below.

Institution	Org. Name	Total Budget
UT-Austin	Multicultural Engagement Center	\$3,000
Rutgers	Rutgers University Programming Association	\$100,000

The total breakdown of expenses is listed below:

Itemized Order:	
Sports Themed Novelty Items	\$1000
T-Shirts	\$2,500
Photo Novelty (Photo Sport Balls)	\$3,000
Sports Equipment	\$1,000
Marketing	\$1,000
Space Reservation Fees	\$1,000
Prizes	\$300
<u>6% Administration Fee</u>	<u>\$570</u>
Total	\$8,000

FY2015 One-Time Request #2 – Organization Marketing

CEO would like to request a funding of \$9,040 for the organizations marketing needs to assist in creating more visibility for CEO on the University campus. As CEO grows through continued efforts of attracting more students, the need for marketing grows as well. CEO is hoping to purchase a new pop-up 10’X10’ tent to utilize during events such as Holi and Carnival of Cultures. CEO would ideally like to purchase several general promotional items including t-shirts for the spring semester, fans, screwdriver/flashlights, and umbrellas to boost attendance and to use as incentives for surveys taken at the end of each event to help better serve student needs in the future. Below is a table containing the benchmarking for Rutgers and University of Texas at Austin based on their marketing allocations.

Institution	Org. Name	Total Budget
Rutgers	Rutgers University Programming Association	\$30,000
UT-Austin	MEC	\$2,000

The total breakdown of anticipated expenses is listed below:

Popup 10’x10’ Tent	\$740
Promotional Item – Fans	\$1,500
Promotional Item – Umbrellas	\$2000
Promotional Item – Screwdriver/Flashlights	\$2000
CEO T-Shirts	\$2,400
<u>6% Administration Fee</u>	<u>\$399</u>
Total	\$9,040

FY2015 One-Time Request #3 – Membership Incentives

CEO would also like to request to purchase t-shirts for their general members. CEO has created a point system to reward their most active members, and would like to be able to purchase t-shirts for this end. The t-shirts will help recognize and show our members that we appreciate their activeness with the organizations. The goal being that students will become more involved in order to get a more exclusive organization t-shirt, this will help in retaining and growing our membership base for CEO. Having students active with CEO will assist in DSAES’ strategic initiatives by contributing to their student success through learning and engaging in new cultures. An additional benefit being that when the members wear the t-shirts they will be marketing the organization as well and helping with our brand recognition on campus. Below is a table containing the benchmarking for Rutgers and University of Texas at Austin with the budget they’ve reportedly allocated for membership use.

Institution	Org. Name	Total Budget
Rutgers	Rutgers University Programming Association	\$15,500
UT Austin	MEC	\$80,000

The total cost for the t-shirts is listed below:

CEO Member T-Shirts	\$940
<u>6% Administration Fee</u>	<u>\$60</u>
Total	\$1,000

FY2015 One-Time Request #4 - New Position: Social Media & Communications Chair

The Council of Ethnic Organizations (CEO) would like to request a new stipend student leader position, a Social Media and Communications (SMC) Chair, in order to ensure that CEO has more brand recognition on social media and to provide additional marketing support. The current workload for CEO’s Marketing Director is more than one individual is able to manage now that the organization is growing. With an additional Marketing Director, CEO will be able to expand their brand recognition and create relationships with more students at UH. CEO would like the SMC Chair to start in June, which would require three months of one-time funding support prior to the start of the next fiscal year.

The Social Media & Communications Chair’s responsibilities would include:

- Maintaining and expanding our current social media accounts for all 30+ events that CEO does throughout the year.
- Creating brand recognition through online mediums (Facebook, Twitter, Instagram, etc.).
- Keeps track of social media sites, such as Facebook and Twitter.
- Shall discover innovative and refreshing ways of promoting all CEO events.
- Shall be responsible for making digital marketing, and assist CEO member organizations with promoting their events under collaboration opportunities.
- Shall be responsible for developing and maintaining the CEO website and all social media outlets.
- Shall work closely with the Cultural Programming Director and Educational Programming Director in order to promote CEO’s events.
- Shall assist the Marketing Director with on-campus advertising.
- Maintain 15 hours a week in the office.
- Maintain a 2.5 GPA.

The SMC Chair is able to further DSAES’s strategic initiatives by creating a new opportunity for students to develop personally and professionally. The SMC Chair as well as the rest of the CEO board will help develop a collective identity for the University of Houston by embracing a united vision of diversity.

SMC Chair Stipend (\$318.75/month for 3 months)	-	\$956
6% Administration Fee	-	\$57
Subtotal	-	\$1,013

FY2015 One-Time Request #5 – Position Change: CMD to DMD

The Council of Ethnic Organizations would like to request a promotion for our Chair of Membership Development to become a Director of Membership Development. Over the past few years, there has been an upward trend in membership. Due to the increasing growth that CEO has had over the past few years, our CMD position’s duties have grown making the workload equal to that of a Director. The CMD is now required to communicate with a larger membership base and more student organizations as more organizations request to take part in CEO’s signature events and collaborations. As more departments and organizations are made aware of CEO, we are also collaborating with these different entities more than we have in the past. Departments often look for participation from the other cultural organizations on campus, which requires the Chair for Membership Development to help connect the two entities. This board position helps further DSAES’ strategic initiative by enhancing our collaboration programs with different multi-cultural academic departments and organizations.

The DMD’s responsibilities would include:

- Developing ways for members to become more active in CEO events and programs.
- Creating programs designed to keep a steady amount of members throughout the year.

- Heading meetings which include but are not limited to, collaboration meetings, International Explosion/ Marketplace meetings and Carnival of Culture meetings.
- Coordinating with the Cultural Programming Chair and other CEO Board Members to create volunteer opportunities for members.
- Helping maintain three committees in programming, marketing, and membership areas.
- Maintaining the points system for organizations and members.
- Generating CEO’s newsletters.

The total breakdown of costs are displayed below. The cost per month is the difference between a Director level position and a Chair level position. A director position earns \$466.84 per month, while the current Chair for Membership Development earns \$319.25 per month. The difference comes out to \$147.59 per month for the position change.

CMD transition to DMD (\$147.59/month for 3 months)	-	\$443
<u>6% Administration Fee</u>	<u>-</u>	<u>\$27</u>
Subtotal	-	\$470

By promoting the Chair for Membership Development, it will help motivate and boost the morale of the student leader who will then produce better work.

FY15 One-Time Request #1 – CEO Cooglympics	-	\$8,000.00
FY15 One-Time Request #2 – Organizational Marketing	-	\$9,040.00
FY15 One-Time Request #3 –Membership Incentives	-	\$1,000.00
FY15 One-Time Request #4 –New Position: SMC Chair	-	\$1,013.00
FY15 One-Time Request #5 –Position Change: CMD to DMD	-	\$470.00
Subtotal	-	\$19,523.00

Thank you for your consideration of these FY15 One-Time Allocation requests.

FY2016 Base Augmentation Request

CEO would like to request a promotion for our Chair of Membership Development (CMD) to become Director of Membership Development (DMD). CEO would also like to request a new stipend student leader position, a Social Media and Communications (SMC) Chair.

1. \$1721.00 to enable a position change, the CMD to DMD
2. \$3,814.00 to create a new student leader position, Social Media & Communications Chair

This transition will help recognize the hard work that the CMD currently produces to assist in the forward momentum of the effectiveness of the student leader. The new Social Media & Communications Chair would ensure that CEO has more brand recognition on social media and to provide additional marketing support.

FY2016 Base Augmentation Request #1 – Position Change: CMD to DMD

Over the past few years, our individual and organizational membership base has increased in number and active participation. In 2011-2012, our membership base was only 48 students. Since then, our membership base has grown to 100 students making it almost a 100% increase. Due to the increasing growth that CEO has had over the past few years, our CMD position’s duties have grown making the workload equal to that of a Director. The CMD is now required to communicate with a larger membership base and more student organizations as more organizations request to take part in CEO’s signature events and collaborations. As more departments and organizations are made aware of CEO, we are also collaborating with these different entities more than we have in the past. Departments often look for participation from the other cultural organizations on campus, which requires the Chair for Membership Development to help connect the two entities. For example, CEO was approached by UH Arts and UH Sustainability recently to have some of the cultural organizations perform or table at their events. The position change will assist in ensuring the student leader feels recognized for their hard work that will help ensure the forward momentum of CEO.

The DMD’s responsibilities would include:

- Developing ways for members to become more active in CEO events and programs.
- Creating programs designed to keep a steady amount of members throughout the year.
- Heading meetings which include but are not limited to, collaboration meetings, International Explosion/ Marketplace meetings and Carnival of Culture meetings.
- Coordinating with the Cultural Programming Chair and other CEO Board Members to create volunteer opportunities for members.
- Helping maintain three committees in programming, marketing, and membership areas.
- Maintaining the points system for organizations and members.
- Generating CEO’s newsletters.

The total breakdown of costs are displayed below. The cost per month is the difference between a Director level position and a Chair level position. A director position earns \$466.84 per month, while the current Chair for Membership Development earns \$319.25 per month. The difference comes out to \$147.59 per month for the position change.

CMD transition to DMD (\$147.59/month for 11 months)	-	\$1624.00
6% Administration Fee	-	\$97.00
Subtotal	-	\$1721.00

FY2016 Base Augmentation Request #2 – New Position: Social Media & Communications Chair

The Council of Ethnic Organizations (CEO) would like to request a new stipend student leader position, a Social Media and Communications (SMC) Chair, in order to ensure that CEO has more brand recognition on social media and to provide additional marketing support. The current workload for CEO’s Marketing Director is more than one individual is able to manage now that the organization is growing. The current Marketing Director makes \$466.85/month for an 11 month term, while the cost of the new SMC Chair position would be \$318.75/month for 11-month term. With an additional Marketing Director, CEO will be able to expand their brand recognition and create relationships with more students at UH.

The Social Media & Communications Chair’s responsibilities would include:

- Maintaining and expanding our current social media accounts for all 30+ events that CEO does throughout the year.
- Creating brand recognition through online mediums (Facebook, Twitter, Instagram, etc.).
- Keeps track of social media sites, such as Facebook and Twitter.
- Shall discover innovative and refreshing ways of promoting all CEO events.
- Shall be responsible for making digital marketing, and assist CEO member organizations with promoting their events under collaboration opportunities.
- Shall be responsible for developing and maintaining the CEO website and all social media outlets.
- Shall work closely with the Cultural Programming Director and Educational Programming Director in order to promote CEO’s events.
- Shall assist the Marketing Director with on-campus advertising.
- Maintain 15 hours a week in the office.
- Maintain a 2.5 GPA.

The SMC Chair is able to further DSAES’s strategic initiatives by creating a new opportunity for students to develop personally and professionally. The SMC Chair as well as the rest of the CEO board will help develop a collective identity for the University of Houston by embracing a united vision of diversity.

SMC Chair Stipend (\$318.75/month for 11 months)	-	\$3,506.00
<u>6% Administration Fee</u>	<u>-</u>	<u>\$308.00</u>
Subtotal	-	\$3,814.00

Due to CEO’s increase in presence and student involvement, the Chair for Membership Development’s responsibilities have increased causing the duties to be equal to that of a Director. This request will help CEO in terms of their organizational functioning. The Social Media and Communications chair is a position that will help build and expand CEOs current outreach capabilities to the students at the University of Houston. It is a position that not will focus on the online marketing of CEO making the marketing process more efficient. The SMC chair will help the organization strengthen our campus recognition while developing personally and professionally as well.

Base Augmentation Request #1 – Position Change	-	\$1,721.00
Base Augmentation Request #2 – New Position: SMC Chair	-	\$5,428.00
Subtotal	-	\$7,149.00

Thank you for your consideration of these Base Augmentation requests.

FY2016 One-Time Requests

CEO would like to request one-time allocations for 2016 totaling \$16,010. These allocations will allow CEO to program more educational events, and have an increased presence on campus.

1. \$9,286.00 to increase Cultural Excursions
2. \$7,000.00 to support a CEO Cultural Movie Series

To be able to provide more cultural excursions and foreign films will help CEO be able to showcase a wider range of cultural diversity to students within Houston and on film.

FY2016 One-Time Request #1 – Cultural Excursions

CEO hosted a trip to the Holocaust Museum on Oct. 11th that yielded positive feedback to provide more trips such as the Holocaust Museum trip. They are also hoping to continue offering opportunities to explore different cultural museums in the spring semester as well. Potential locations for trips include the Houston Museum of African American Culture, the Jade Buddha Temple, the Asia Society Texas Center, the Houston International Festival, the Houston Greek Festival, Silk Road Festival, and the Arab-American Cultural and Community Center. The benefit of such trips would be to introduce students to a variety of vibrant cultures within Houston. Many of these trips will be made during the weekends which will assist in reaching our 2nd strategic initiative for the 2016-2017 school year. The ability to provide more cultural excursions is able to further DSAES’s strategic initiative, by creating new opportunities for students to discover new cultures that will help student success through learning, engaging and discovery. Below is a table containing the benchmarking with Rutgers and University of Texas at Austin. Rutgers has reported a budget of \$90,000 for the use of Arts & Culture including trips to nearby museums and exhibits.

Institution	Org. Name	Total Budget
Rutgers	Rutgers University Programming Association	\$90,000
UT Austin	MEC	\$3,000

The total breakdown of expenses for four trips (one per month) is listed below:

Admission Fees	\$3,160
Marketing	\$2,400
Transportation Fees	\$3,200
<u>6% Administration Fee</u>	<u>\$526</u>
Total	\$9,286

FY2016 One-Time Request #2 – Cultural Movies Series

CEO has been discussing the possibility of a cultural movie series with various academic departments on campus. At this point, CEO currently has one film screening of “Bent Familia” scheduled for October 14th with Professor Julie Tolliver, who will be introducing the film and leading a discussion following the screening. CEO hopes to continue this partnership with the Department of Modern and Classical Languages throughout the spring semester as well, ideally hosting one screening per month. By providing an eclectic mix of foreign films that showcase a different culture, it will help us accomplish our 3rd strategic initiative of helping enrich students’ academic experience through our events. The ability to provide an opportunity of different cultural movies is able to further DSAES’s strategic initiative by fostering the diversity on campus and embracing inclusion. Below is a table including the benchmarking against Rutgers and University of Texas at Austin. These budgets were reportedly allocated on Media usage including obtaining movie rights.

Institution	Org. Name	Total Budget
Rutgers	Rutgers University Programming Association	\$205,000
UT-Austin	MEC	\$3,000

Funding for this initiative would be used for the following items:

Refreshments	\$1,000
Screening Rights Fees (5 Titles)	\$3,000
Marketing	\$1,580
Space Reservation Fees	\$1,000
6% Administration Fee	\$420
Total	\$7,000

These requests will help CEO expose and showcase different cultures to students that students don’t usually have the opportunity to experience. Also, many students are not aware of the plethora of culture that Houston provides and the Cultural Excursions would allow CEO to provide students the opportunity to see Houston in a different way.

FY16 One-Time Request #1 –Cultural Excursions	-	\$9,286.00
FY16 One-Time Request #2 –Cultural Movie Series	-	\$7,000.00
Subtotal	-	\$16,010.00

Thank you for your consideration of these FY16 One-Time Allocation requests.