



UNIVERSITY OF HOUSTON HOMECOMING 2014  
NOVEMBER 1ST - 8TH

**Homecoming Board FY2016  
Student Fees Advisory Committee  
Report**

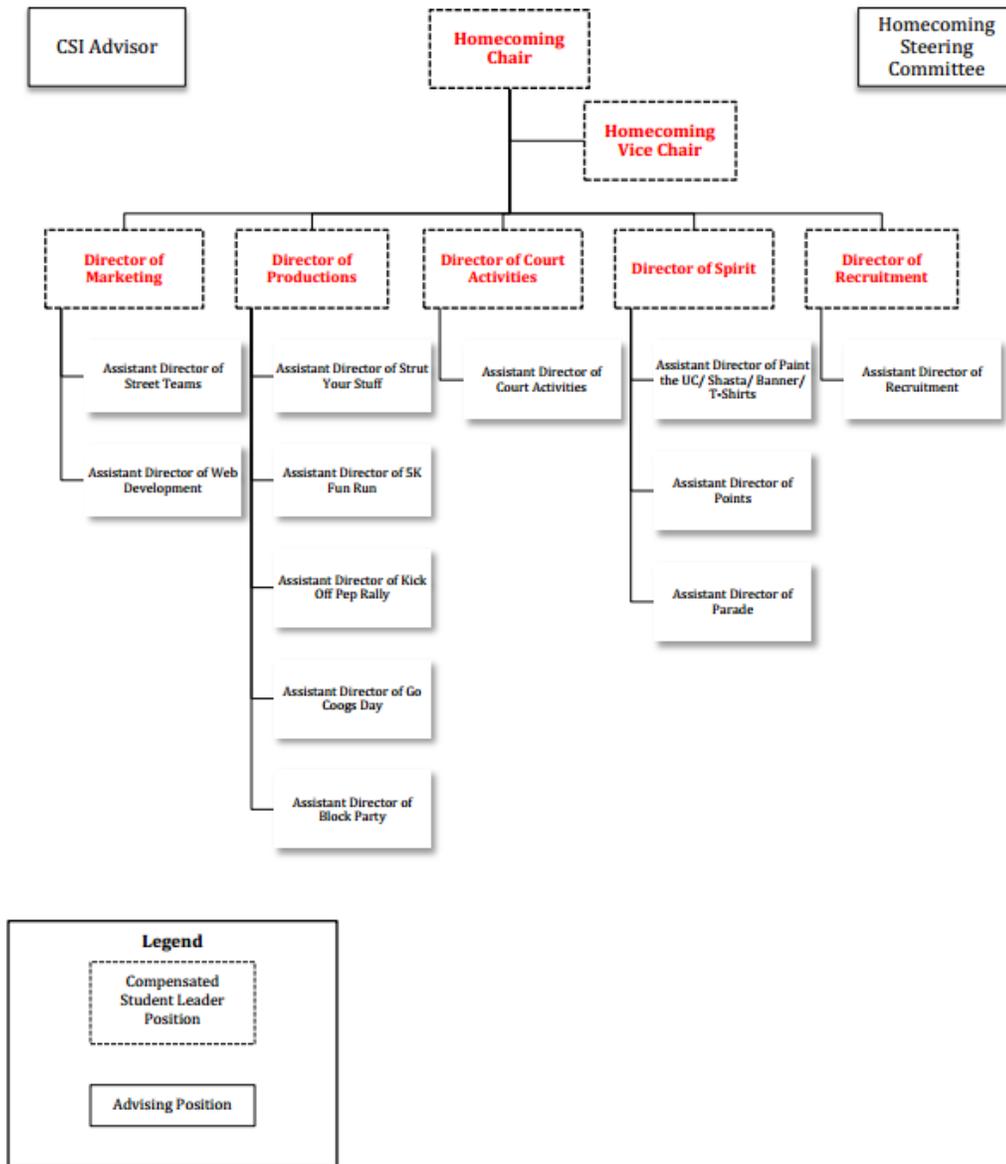
**1. Please provide a one-page executive summary of your questionnaire responses. This summary should include, in brief terms: your unit's mission, how you accomplish your unit's mission, and a justification of your unit's student fee allocation in terms of benefits for students.**

Homecoming, one of the campuses' oldest running traditions exemplifies unity between the University, alumni and the surrounding community. Homecoming serves as the medium for which all members of the UH community (students, faculty, administration, alumni) can showcase their school spirit. Homecoming brings feelings of excitement, school pride and fun. While some may think it is just another football game it is much more. The Homecoming Board tasks the student body to be more in tune with the University. Through various channels such as prep rallies and competitions, Homecoming brings together different entities of the University of Houston to engage with alumni and encourage student moral on campus.

The Homecoming Board strives to investigate and enact the best methods in which new ideas and programming can be implemented for student, faculty and alumni benefit as well as improving recurring events. The evaluation of these events are recorded and examined during the annual planning process. Because of the commitment and determination required to coordinate Homecoming related activities, the board embodies the tradition, spirit and sense of community which characterizes an experience which develops every year. This mission is executed by working in conjunction with different student organizations, committees and departments, which assist with several activities during homecoming week.

The Homecoming Board is a key entity in building connections and relationships between the student body and alumni. The board hopes to mold engaged students into active alumni. Other university administration such as staff and faculty are invited to mingle with students by providing an exciting experience with not only undergraduates by with graduate students as well.

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.



**3. List your unit's strategic initiatives and action steps identified for the 2013-2014 academic year and cite the specific Division of Student Affairs and Enrollment Services (DSAES) Strategic Initiatives and University of Houston Strategic Goals to which they relate (links below). 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.**

***Strategic Initiative 1: Attend and support the University Homecoming Steering Committee meetings and support university-wide homecoming events.***

**Status:** Achieved and Ongoing

The Homecoming Board strives to fortify the bond between the student body and University administration by offering a vast number of initiatives for students to succeed by learning about campus traditions. During the year the steering committee met on a monthly bases in the initial planning process. These series of meetings served as an avenue in which different student groups such as the Student Government Association, the Student Program Board, and the Residence Halls Association could interact and build stronger partnerships with other campus organizations such as Alumni Relations, Athletics and the Division of Student Affairs and Enrollment Services.

***Strategic Initiative 2: Organize Homecoming Board through the selection of interested and qualified students to assist in the planning of homecoming events and competitions.***

**Status:** Achieved

All positions were selected and filled by interested and qualified individuals. The positions are to be filled no later by the first week of May. With the selection of the positions so early on in the year Homecoming is able to effectively plan their event schedule and create and establish events to reach a greater audience.

***Strategic Initiative 3: Continue to plan and present traditional activities and events to include a community service component, opening event, Strut Your Stuff, selection of court and announcement of King and Queen, Go Coogs Day, 5K Run/Walk, live cougar exhibit, and Paint Shasta. This relates to Division of Student Affairs Strategic Initiative number one that strives to focus on the development of a vibrant campus life, included expanded evening and weekend programs. This year, we included the 5K Walk for our Saturday event.***

**Status:** Achieved

Annual Homecoming events such as the Block party, kick off pep rally, 5k and Go Coogs day help to familiarize the student body with traditional homecoming festivities. These events serve

as innovative new ways to interact with the surrounding community as well as on campus organizations.

**Strategic Initiative 4:** *Give the Homecoming Board the opportunity to research and develop additional programs and traditions via web search and contact with other colleges and universities to propose new and innovative programs that will attract students and keep the Spirit of Homecoming alive.*

**Status:** Achieved

The Homecoming Board pursued more traditional events.

**Strategic Initiative 5:** *Assess program components to include: involvement, attendance, marketing, and cost per person.*

**Status:** Achieved

We encourage student organizations to partner up with each other to make it more feasible to participate and compete in all of the Homecoming events. We are offered multiple promotional items to students such as hats, t-shirts, and sun glasses. We increased the amount of events that award points Towards the Spirit Cup Competition, creating a vigorous competitive atmosphere and encouraging student organizations to participate in all Homecoming related Events.

**Strategic Initiative 6:** *Utilize student media outlets (Daily Cougar, Channel 6/SVN, on-line communities) to promote campus traditions and Homecoming events/competitions.*

**Status:** Achieved

After the list of events was finalized, the Homecoming Board began to promote Homecoming through such media outlets as Instagram, Facebook, twitter and the UH listserv. The Facebook and Instagram page is used for updates regarding deadlines, general news, and Homecoming Board activity.

**4. Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned strategic initiatives and/or action steps and their importance as compared to others that you might pursue. Where data exist, discuss the number of persons served by each of your programs and any assessment measures and/or learning outcomes used to evaluate program success. Please provide the method for collecting these data.**

We collaborated with several other fee funded groups who all have a variety of audiences to ensure every student has an opportunity to be involved with Homecoming. Even if was just to promote an event held during Homecoming week we made sure not to leave any demographic out. By us collaborating with fee funded groups for event they also to it upon themselves to participate in the full week of events.

Our participation from registered organizations increased vastly from Homecoming 2013 to Homecoming 2014. Student spirit cup applications have almost tripled in numbers. The homecoming court king applications have seen a 30% increase and the queen applications almost have doubled in quality. Heavy social media marketing and face to face conversation took place in order to ensure an increase in participation and applicants.

**FY 2013 & FY 14 Spirit Cup Participation**

Date	Event	Attendance
11/12/2012	Kick Off Pep Rally	325
11/13/2012	Go Coogs Day	158
11/14/2012	Strut Your Stuff	839
11/15/2012	Block Party	1100
11/16/2012	Fiesta 5K	200
<b>Total Attendance: 2422</b>		

Date	Event	Attendance
10/14/2013	Kick Off Pep Rally	939
10/15/2013	Go Coogs Day	300
10/16/2013	Strut Your Stuff	1123
10/17/2013	Block Party	4600
10/18/2013	Fiesta 5K	462
<b>Total Attendance: 7424</b>		

Data collection was based on applications/registrations and attendance at events.

In the upcoming years, we plan to continue marketing and have it start earlier in the year to increase exposure. To expand this growth, the Homecoming Board will research other forms of marketing, such as the fairly new mobile platform with push notifications and further develop the current methods that were used this year.

**5. Please discuss any budget or organizational changes experienced since your last (FY2015) 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 FY2014 with a Fund 3 addition to Fund Equity, please describe the conditions which caused the addition.**

There were no differences between the amount of SFAC request and actual SFAC allocation for FY15.

As of August 31<sup>st</sup> 2014 Student Homecoming equity balance in their SFAC cost center was \$16,252.89

**6. Please list your 2015-2016 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs and Enrollment Services 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: Present a week-long calendar of events for Homecoming 2014 Involving the University Steering Committee and other student/staff groups that promotes campus traditions and encourages student involvement.**

***Action Step 1***

Attend and support the University Homecoming Steering Committee meetings and support university-wide homecoming events. The Homecoming Board will work to strengthen the ties between the student body and the University faculty and staff. The Board will also work to incorporate alumni and faculty/staff events into the Homecoming plans.

***Action Step 2***

Organize Homecoming Board through the selection of interested and qualified students to assist in the planning of homecoming events and competitions. These positions are to be filled no later than the end of February 2014 to allow enough time to organize Homecoming.

***Action Step 3***

Continue to plan and present traditional activities and events to include a community service component, opening events, Strut Your Stuff, Paint the UC and Banner contest, selection of court and announcement of king and Queen, t-shirt contest, street parade, Cooglympics, Canned-food sculpture, live cougar exhibit, and Paint Shasta.

***Action Step 4***

Give the Homecoming Board the opportunity to research and develop additional programs and traditions via web search and contact with other colleges and universities to propose new and innovative programs that will attract students and keep the spirit of Homecoming alive.

***Action Step 5***

Assess program components to include: involvement, attendance, marketing, and cost per person.

***Action Step 6***

Work to improve the organization structure including the Constitution of the Homecoming Board and the Packet of events. Registration should be simplified to help increase understanding of our events and point system. Director expectations and requirements must be explicitly stated to allow for more effective understanding of the position responsibilities

**Strategic initiative 2: Promote student involvement and participation in Homecoming events.**

***Action Step 1***

Utilize student media outlets (TheCougar, Channel 6/SVN, on line communities) to promote campus traditions and homecoming events/competitions.

***Action Step 2***

Stay up to date with the event participation guidelines and documents and post to web site.

***Action Step 3***

Develop marketing/promotion plan of action to educate, inform and encourage participation in Homecoming events no later than September 1st.

**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.**

There are no external sources for homecoming.

**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 are no other services that are similar to Homecoming.