



# THE COUNCIL OF ETHNIC ORGANIZATIONS

SFAC Questionnaire FY17

Presented By  
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**Question 1:**

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*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.*

**Mission**

The Council of Ethnic Organization's (CEO) mission is to enrich student life and promote cultural diversity through inclusive and educational events at the University of Houston.

**Vision**

CEO will become a model for other universities by providing a wide variety of well attended, inclusive, and in depth cultural traditions and events, while providing an enhanced membership experience for students and Registered Student Organizations.

**Means of Accomplishment**

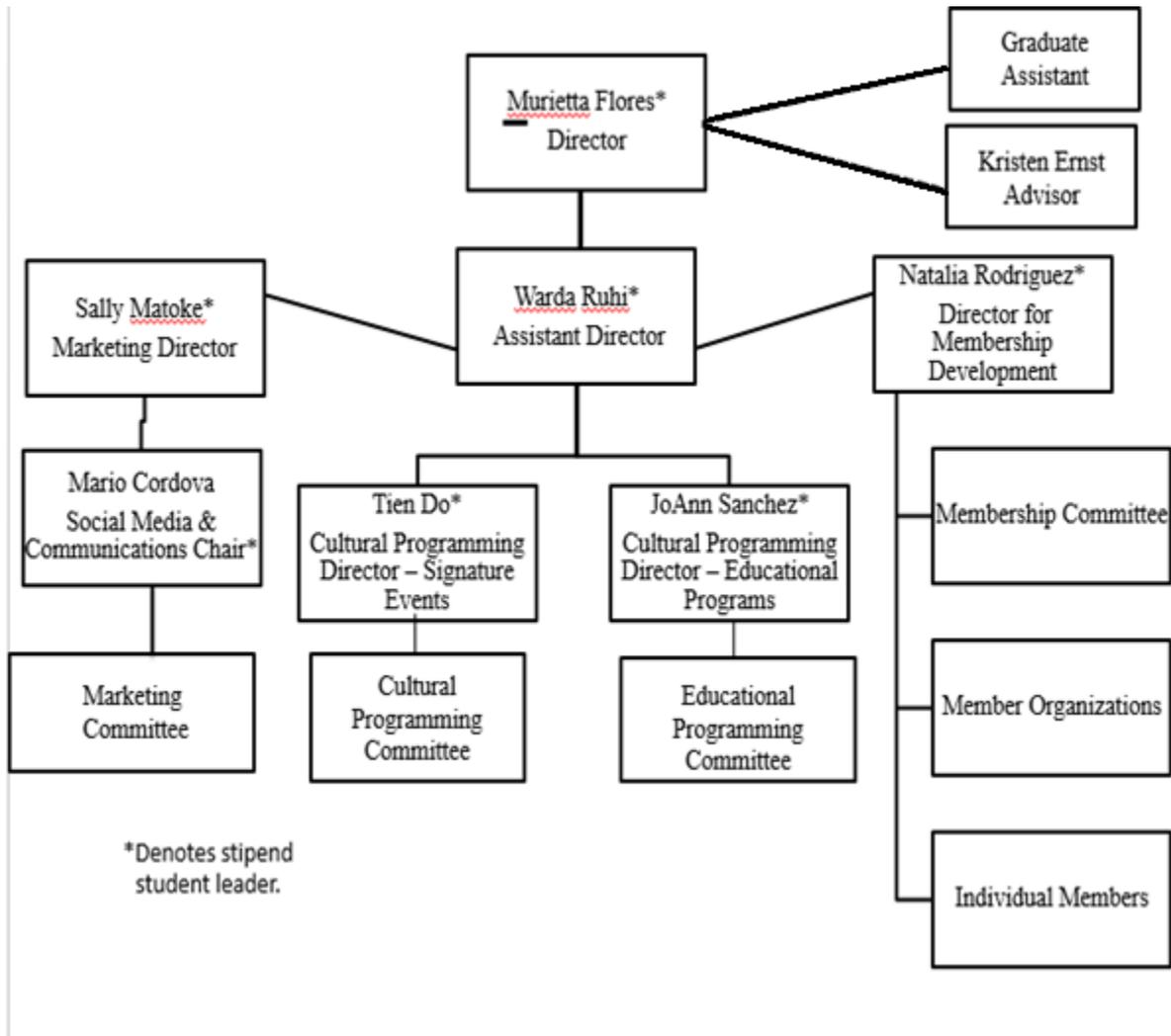
CEO focuses on ensuring that the diversity on the University of Houston campus is not only recognized, but celebrated on campus. CEO accomplishes this task by creating programs on a weekly basis that highlight at least one culture on campus. This semester, CEO has incorporated three cultural trips for students to experience cultures off campus as well. These trips include Festa Italiana, Native American Championship Pow Wow, and the Texas Renaissance Festival. CEO has also incorporated a cultural movie series including screenings such as "Somewhere Between" and "The Book of Life" to give a more insightful look into different aspects of a variety of cultures.

**Justification**

The presence of CEO on the University campus helps students understand other cultures and celebrate any differences they may have to their own respective culture. CEO also provides the ability to program events for culture registered student organizations through collaborations. As the second most diverse campus in the country, CEO sees importance in showcasing the diversity here at the University of Houston.

**Question 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.*



**Question 3:**


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*List your unit's strategic initiatives and action steps identified for the 2014-2015 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: Create more thought-provoking, educational events**

**Action Step A:** Utilize Academic departments, such as the Center for Asian American Studies or Mexican American Studies, as on campus resources to provide more educational components to existing CEO events

**Status:** Achieved and Ongoing

CEO collaborated with the Department of Modern and Classical Languages to host a foreign film called Bent Familia, telling the story of three women living in Tunisia and how they cope with societal standards for women, in the fall semester.

**Action Step B:** Collaborate with different DSAES Departments, such as the Women's Resource Center or LGBT Resource Center, to host at least one event.

**Status:** Achieved and Ongoing

CEO collaborated with the LGBT Resource Center for an event in Fall 2014. Robyn Ochs spoke about the LGBT spectrum and different ways of experiencing this spectrum.

**Action Step C:** Elicit help from individual members to assist in developing programs that incorporate student opinions

**Status:** Ongoing

This year Last year, CEO utilized a small committee system to help with programming and marketing distribution to ensure that students knew when we were hosting an event and where to find them. This year, CEO plans to utilize committees again, but on a larger scale.

**Action Step D:** Create low-cost, in-house programming options that are impactful and encourage collaboration among many groups.

**Status:** Achieved and Ongoing

We do this by finding traditional crafts or food items that can be made with low cost ingredients such as our sushi event that we hosted last year as well as this year. This year we included a craft as well as the sushi and made it low-cost by having student donate supplies for a chance to win CEO promotional items.

**DSAES Strategic Initiative: 3.C**

**UH Strategic Goal: #2**

### **Strategic Initiative 2: Cultivate more brand awareness for CEO on campus**

**Action Step A:** Participate in at least two move-in events, such as Cougar Move-In, RHA Game Night, or Party at the Park, to promote CEO to new students.

**Status:** Achieved and Ongoing

CEO participated in each of RHA's move-in events such as: Game night, Party at the Rec, and SHRL Game Night to promote CEO to new students. CEO also participated as a group to be cougar movers to create awareness of organizations on campus.

**Action Step B:** Connect with at least four applicable Academic Departments, such as Modern and Classical Languages, Hispanic Studies, or Global Studies and Strategies to expand CEO's presence on campus and find potential programming collaborations.

**Status:** Achieved and Ongoing

CEO collaborated with the Department of Modern and Classical Languages for a foreign film. CEO also worked with Global Studies and Strategies to promote an event last year to increase attendance. CEO will continue to reach out to departments to collaborate in future events.

**Action Step C:** Turn a CEO signature event into a Cougar Trading Card.

**Status:** Achieved and Ongoing

This summer, CEO created their own Cougar Card to promote year round to students trying to collect them all.

**Action Step D:** Conduct at minimum of two marketing workshops per semester to teach general members about communicating CEO's mission to the student body.

**Status:** Ongoing

CEO trains its marketing committee on how to communicate with the student body at the beginning of the school year before asking them to distribute marketing to students.

**DSAES Strategic Initiative: 5.B & 5.C**

**UH Strategic Goal: #2**

### **Strategic Initiative 3: Create opportunities for general members to be more involved with CEO**

**Action Step A:** Appoint one member from each committee (marketing, membership, and programming) to a vice chair to provide them with a leadership opportunity.

**Status:** Ongoing

CEO is reconstructing its committee system to provide more involvement for students. This includes co-chair positions that students will apply for and be given almost as much responsibility as the board members.

**Action Step B:** Prepare a set number of volunteers needed for each event and announce these needs in advance to members.

**Status:** Achieved and ongoing

CEO programmers tell the Director of Membership Development how many volunteers

are needed for each event and it is announced at each general meeting to give members the opportunity to volunteer when they are available.

**Action Step C:** Allow membership committee members to plan a CEO event with the guidance of the CEO board in the spring semester.

**Status:** Ongoing

CEO has kept the same structure for the membership, while changing the incentives for members this year.

**Action Step D:** Include member's ideas into the creation of the agenda for CEO's socials and general meetings.

**Status:** Ongoing

When students become members, they are asked to share ideas in what they would like to see in future events. These ideas are taken into consideration by the programmers for CEO and made into events, whenever possible.

**DSAES Strategic Initiative: 1.D**

**UH Strategic Goal #2**

**Strategic Initiative 4: Plan more weekend programming as part of the students' weekend activities**

**Action Step A:** Plan at least one trip per semester to one of Houston's museums, festivals, or other off campus events that coincide with CEO's mission.

**Status:** Achieved and ongoing

CEO planned a trip in both the Fall and Spring semesters. In the fall CEO took students to the Houston Holocaust museum. The trip in the spring semester was not executed because the museum was undergoing renovations. This academic year, CEO has planned three trips in the fall. These trips include an Italian festival called Festa Italiana, a Native American Heritage Festival, and the Renaissance Festival

**Action Step B:** Program at least two movie nights per semester featuring foreign movies for cultural enrichment in international cinema such as Bollywood, French Cinema, Latin America, etc.

**Status:** Ongoing

SFAC awarded CEO with \$7,000 for a cultural movie series. This will let CEO fulfill this action step in the following year. CEO is going to be showing The Book of Life and Motorcycle Diaries in the Fall semester this year.

**Action Step C:** Provide at least three interactive activities per semester to help students relax on the weekend through events such as dance lessons or cultural arts and crafts.

**Status:** Ongoing

This fall semester, CEO has programmed events on the weekends that allow students to relax as well as learn about other cultures. These events include our sushi making demo, International Explosion, as well as a comedian Jose Barrientos.

**DSAES Strategic Initiative: 1.D**  
**UH Strategic Goal #2**

**Strategic Initiative 5: Begin the groundwork in creating a CEO alumni network of board members**

**Action Step A:** Collect graduating board members email addresses for archival purposes.

**Status:** Achieved and Ongoing

CEO encourages board members to contact previous students that held the same position for advice or to answer any questions. CEO also manages an alumni Facebook group for CEO board members, which allows current members to create new connections.

**Action Step B:** Invite former board members to speak at CEO General Meetings at least once per academic year.

**Status:** Ongoing

This year CEO will be reaching out to former board members to speak about how CEO affected their careers after UH and how diversity still impacts their lives.

**Action Step C:** Host at least one “Meet and Greet” event per academic year for members and alumni board members.

**Status:** Ongoing

CEO will reach out to former board members to find a common time to have a meet and greet utilizing the alumni Facebook group.

**DSAES Strategic Initiative: 2.A**  
**UH Strategic Goal #2**

**Question 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.*

To evaluate the Council of Ethnic Organizations’ progress towards fulfilling goals, we analyze the attendance at each event. The attendance is also recorded on a master spreadsheet to calculate cost per student at each event and throughout the semester as a whole. Attendance helps us to understand the interest in each of our events. CEO also uses surveys to ask attendants their satisfaction at events, and if there are any other cultures that CEO could showcase in future events. To the right is an example of our survey questions.

For CEO’s Holi event, on a scale from 1 to 5 (5 being Very Satisfied), students had an average rating of 4.2 in satisfaction with the event held this past spring. CEO also found that 74% of people heard about Holi from Facebook. With the data, CEO has put a larger emphasis on our social media presence. We always ask for feedback on our events as well. Some student attendee responses for Holi included, “Honestly the happiness everyone had. And it was so very well organized. Great job. There was more than enough color for everyone to go around and you guys worked so hard. Be proud of yourselves. It was a very well received event and my first HOLI experience.” Another student commented on how the event allowed students time to relax in a safe environment, “[Holi] allows us to play and laugh in a way that we can’t normally.”

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The tables below show events from 2014-2015. In the fall of 2013 CEO hosted a total of 33 events with a grand total of 16,906 students in attendance, while in the Fall of 2014 CEO hosted a total of 36 events with an increased grand total of 21,309 students in attendance. The attendance was tracked by a volunteer using a clicker at the entrance of each event. This fiscal year CEO has started using a card swipe to collect not only attendance but to help look for trends in who is attending CEO events. In the spring of 2015 we also had a higher attendance rate than spring of 2014, 10,435 over 10,009 students.

**Council of Ethnic Organizations Survey**

Do you know about CEO?

- Yes
- No

Have you gone to any CEO events before?

- Yes
- No

What is your overall satisfaction with CEO?

1 - very unsatisfied, 10 - very satisfied

1 2 3 4 5 6 7 8 9 10

What other cultures or events would you like to see through CEO?

Any other comments?

<b>Fall 2014 Events</b>	<b>Attendance</b>
FIFA World Cup 6/22	10
FIFA World Cup 6/23	13
FIFA World Cup 6/24	8
FIFA World Cup 6/26	10
FIFA World Cup 7/9	28
OISSS Info Event	150
Game Night	191
Party at the Rec	429
New Year's Party	700
Cat's Back	1650
Commuter Awareness Kickoff	120
General Meeting #1	60
Sushi Cooking Lesson	104
Tabling with UH BSM	25
Cover Drive	200
Mexican Independence Day	163
General Meeting #2	44
Preferred Parking	86
General Meeting #3	47
Cougar Resource Fair	104
Neil Hilborn	1639
Holocaust Museum Trip	17
Foreign Film: Bent Familia	70
Robyn Ochs	150
General Meeting #4	27
Game Night	90
Dia De Los Muertos	791
General Meeting #5	20
International Marketplace	6478
International Explosion Rehearsal	115
International Explosion	1016
International Education Week Kick-Off	160
General Meeting #6	20
Divas of Diversity	92
CEO Potluck	12
Winter Wonderland	11000
<b>Total</b>	<b>21,309</b>

<b>Spring 2015 Events</b>	<b>Attendance</b>
Spring Cat's Back	400
SC Grand Opening	262
CEO Cooking Demo	134
General Meeting # 7	28
Hair, Talk & Teeth	1016
General Meeting #8	26
VSA VEX	430
General Meeting # 9	25
Henna Demo	150
CEO Tabling	95
General Meeting #10	20
Emma Willman	80
General Meeting # 11	16
Frontier Fiesta	500
Frontier Fiesta	1000
Frontier Fiesta	1500
Holi	2000
Carlos Gomez	57
Carnaval of Cultures	2400
Rock the Block	310
CEO Banquet	81
<b>Total</b>	<b>10,435</b>

**Question 5:**

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*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.*

CEO was approved for \$7,149.00 in base augmentation for a new student leadership position, the Social Media and Communications Chair, as well as a position change. This position change was for the Chair for Membership Development to be changed to the Director for Membership development. The Social Media & Communications Chair position has made marketing more efficient for CEO as well as makes CEO more recognizable on the University campus through various social media platforms. CEO was also approved the funds to ensure that these positions will be paid during the summer of FY2015. This allows the Director for Membership Development attend all of the Cougar Carnivals at orientations throughout the summer.

CEO ended FY 15 with a Fund Equity of \$5,094. The FY15 Fund Equity from the Council of Ethnic Organizations (CEO) was not utilized for several reasons. First, CEO events ended up costing less than anticipated. Such events included Divas of Diversity (Anticipated \$4,500; Actual \$3,626), Holi (Anticipated: \$6,000; Actual: \$3,240), and International Marketplace (Anticipated \$5,500; Actual \$4,969). CEO also had an expenditure request submitted in FY15 that did not post until FY16, a \$920 promotional item purchase from Forbes Marketing for CEO branded water bottles.

**Question 6:**


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*Please list your 2015-2016 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: Create events that enrich student’s academic experience as well as entertainment through CEO.**

**Action Step A:** Collaborate with different academic departments such as the Department of Modern & Classical Languages, Department of Women’s Studies, and various others to provide as many educational components as possible during events.

**Action Step B:** Collaborate with at least three cultural or diversity related Registered Student Organizations each semester to promote larger events throughout the year.

**Action Step C:** Improve relationships with Registered Student Organizations by going to general meetings and events to promote collaborations.

**DSAES Strategic Initiative: 3.C**

**UH Strategic Goal: #2**

**Strategic Initiative 2: Develop student involvement within CEO and foster growth of the membership base.**

**Action Step A:** Increase social media presence by having more students follow CEO on their various social media outlets such as Snapchat, Twitter, Facebook, and Instagram.

**Action Step B:** Allow students to hold newly titled positions on the various CEO committees throughout the year to foster growth and leadership in members.

**Action Step C:** CEO will host at least two socials per semester to create involvement for students in an informal setting.

**Action Step D:** CEO will market to graduate students as well as undergraduates to ensure that the effort is being made to reach and involve the entire student body.

**DSAES Strategic Initiative: 4.A**

**UH Strategic Goal: #2**

**Strategic Initiative 3: CEO will continue to grow in programming by showcasing new cultures and subcultures each year.**

**Action Step A:** Utilize surveys to gain insight into which cultures the student body is most curious in learning about as well as where each event could use improvement.

**Action Step B:** CEO will research each culture that is to be showcased thoroughly to ensure that the information being passed down to students is accurate.

**DSAES Strategic Initiative: 1.D & 3.C**  
**UH Strategic Goal: #2**

**Strategic Initiative 4: CEO will provide access to cultural events throughout the city of Houston including but not limited to, cultural festivals, museum exhibits, and cultural performances**

**Action Step A:** CEO will host at least two trips per semester to allow residential students as well as commuter students to enjoy cultural events in the city of Houston that may otherwise be difficult to attend.

**Action Step B:** Host polls on social media to know which festivals students would like to go to in the upcoming year to ensure that the trips are well attended.

**DSAES Strategic Initiative: 1.D**  
**UH Strategic Goal #2:**

**Question 7:**

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*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.*

The Council of Ethnic Organizations is a fee-funded organization with funding solely arising from student fees. This upcoming school year, CEO intends to provide transportation for students to enjoy multiple festivals in Houston and surrounding communities. At certain festivals, CEO may seek cost recovery by charging students no more than \$15, and always at a discounted price to the actual admission ticket.

**Question 8:**

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*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*

The Council of Ethnic Organizations does not overlap with any other units at the University of Houston. There are similar opportunities provided by the Center for Diversity and Inclusion (CDI), however that office is not primarily a programming entity. CEO does collaborate with the CDI to provide new events and further advertise the mission of both the center and our organization.