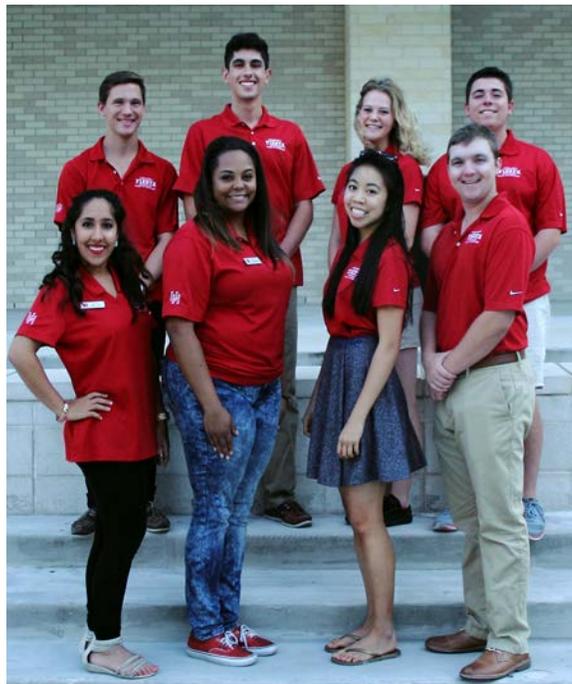


★ FRONTIER ★
Fiesta
MARCH 2016 MARCH 24 - 26
STUDENT-LED ★ STUDENT-RUN
— EST. 1939 —

SFAC Questionnaire
Frontier Fiesta Association
FY 17



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 Frontier Fiesta Association (FFA) plans and facilitates Frontier Fiesta, an event that aspires to unite University of Houston students, faculty, staff and alumni in addition to the Houston community. The Frontier Fiesta Association is committed to providing low-cost to no-cost student-friendly entertainment, programming events that encourage school spirit, while raising funds for student scholarships.

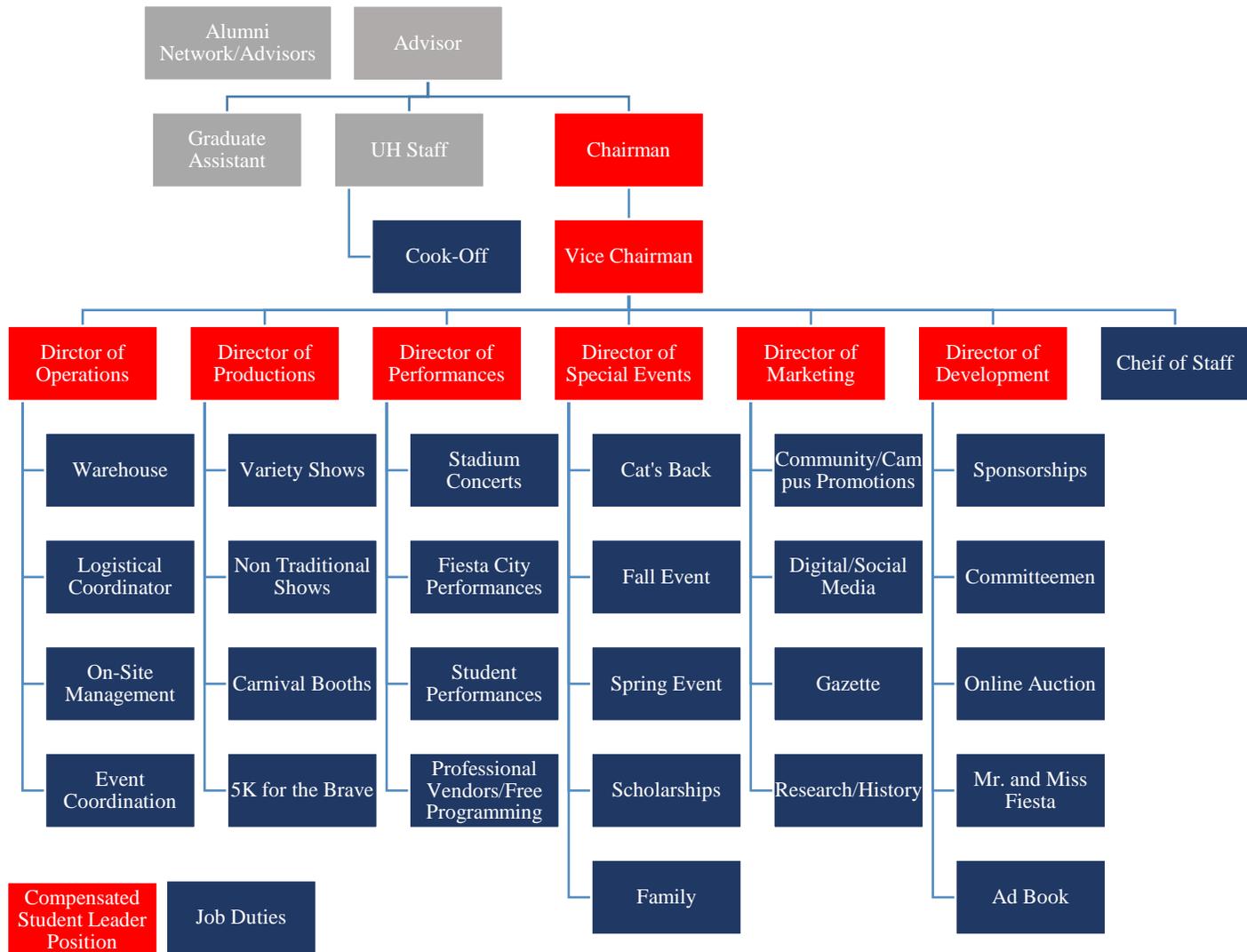
Frontier Fiesta annually builds a fully functional western town from the ground up, known as "Fiesta City" right on the University of Houston campus. In Fiesta City, Frontier Fiesta hosts numerous activities and performances including Broadway-style variety shows, carnival booths, multicultural performances, and showcases, all performed and organized by University of Houston students and student organizations. Frontier Fiesta also hosts a state sanctioned cook-off, which is available to alumni, constituency groups, University colleges, and the general Houston population. The Frontier Fiesta Association also annually awards scholarships to qualifying incoming freshmen and current undergraduate University of Houston students. Lastly, Frontier Fiesta hosts a large-scale production, such as a headlining concert on our main stage inside of the stadium.

Frontier Fiesta has the opportunity, and obligation, to represent the campus in its entirety and showcase all that the University of Houston has to offer. Furthermore, Frontier Fiesta 2016 will celebrate the 25th anniversary of the event's triumphant return in 1991, and the 77th anniversary overall. The Frontier Fiesta Association 2016 Board of Director's wishes to continue a successful annual tradition while broadening and strengthening the relationships we have within the University's community, including students, faculty, alumni, and staff, and the Houston community as a whole.

For Frontier Fiesta 2015 the event was held at the TDECU Stadium and adjacent parking lots. The Frontier Fiesta Association hopes to secure the TDECU Stadium and adjacent parking lots through a five-year agreement with the Transportation and Parking Advisory Committee. Having the stadium for the long term will help the Frontier Fiesta Association have consistency in their planning process with UH Sports and Entertainment. The Frontier Fiesta Association can also focus on maintaining a consistent site layout and cook-off plan to maintain relationships with the University of Houston Alumni and the student organizations that participate in Frontier Fiesta.

Frontier Fiesta 2016 will continue to maintain the three fundamentals instilled by the Frontier Fiesta Association Boards: scholarship, community, and meaningful entertainment to students in a safe and secure environment. This commitment to our fundamental ideals will allow Frontier Fiesta 2016 to continue reaffirming Frontier Fiesta's position as one of the oldest and greatest University traditions, while maintaining its heritage and properly reflecting the University's diverse population and interests. We believe combining these time-honored values with a more progressive approach to programming will lead to both the sustainability and growth of Frontier Fiesta.

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 2014-2015 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.

Frontier Fiesta Association Strategic Initiatives:

1) Increasing the focus on student participation and entertainment throughout the entire event.

Status: **Achieved and on-going.**

The Frontier Fiesta Association (FFA) increased the amount of student organizations and individual students participating in the event in 2015. This past year, FFA worked with over 20 registered student organizations for carnival booths, variety shows, and student performances. During Frontier Fiesta, the Student Program Board hosted a student showcase in the new performance tent called "Willie's Theatre" and hosted a large concert in TDECU Stadium that brought out nearly 3,000 in attendance. In Fiesta City, we increased the amount of attractions for students such as more inflatables, a carnival ride, and more carnival activities like face painting and caricatures, while continuing to have no cost for our guests. FFA also hosted a large-scale concert every night of the event, and had multiple concerts throughout the day, including student performers on a stage exterior to the stadium. This being said, as Frontier Fiesta continues to grow, we continue to increase our efforts to be more inclusive and have more students participating in the event. In order to be more inclusive, the FFA executive team has met with the Center for Diversity and Inclusion to determine ways to include more organizations.

DSAES Strategic Initiative 2: Actualize and leverage the fiscal, human, technological, and facility resources that enhance the student experience.

UH Strategic Goal 5: UH will be known for its accomplishments locally and nationally.

2) Develop and implement a long-term plan and system of recommendations for Frontier Fiesta that make the event more sustainable and easier for future Boards of Directors.

Status: **Achieved.**

In the past year, FFA focused heavily on the structure of the organization and the event. Transition documents for every position were created to ease the transition of the Board of Directors. Standardized rules for Bake Fiesta have been created, tested, and edited to fit the needs of the event. We have created a closer relationship with the UH Office of Advancement as we work to increase our outreach for sponsorships. FFA, in collaboration with the Frontier Fiesta Alumni Network and the Frontier Fiesta Think Tank, started a mentorship program in which past Frontier Fiesta Alumni and UH staff help and mentor current board members to continue the growth and development of not only the event, but also the students involved. This past year, FFA started a new annual event during Homecoming Week called 'Homecoming Fiesta' that introduces students to Frontier Fiesta in the Fall Semester.

DSAES Strategic Initiative 4: Develop a culture of innovation and accountability in the redesign of Division policies, processes and procedures.

UH Strategic Goal 3: UH will commit to fulfilling regional and state workforce needs while becoming the primary engine of social, economic, and intellectual development.

3) Modify our system of scholarship giving to be more sustainable and more Fiesta-focused.

Status: **Achieved and on-going.**

In the past year, FFA started to focus more on how we market and judge the scholarships that we give out. Rather than just putting the scholarship on our website and sending emails to high school districts, we have started to email all high school counselors in the state of Texas. For the scholarships that are given to University of Houston undergraduate students, we have also increased marketing by sending emails out to a variety of listservs to ensure more students have the chance to apply. We went back to giving incoming freshmen and current undergraduate scholarships instead of giving out just incoming freshmen scholarships. Also, with the help of Frontier Fiesta Alumni, we have created a matrix system of judging, that is more efficient and creates a good representation of what FFA is looking for in our scholarship recipients. We continue to look into ways to increase the amount of scholarships we give out to students, and to show appreciation of the students that help make Frontier Fiesta possible.

DSAES Strategic Initiative 3: Foster the creation of a global learning community that actualizes and embraces inclusion while preparing students to become active citizens.

UH Strategic Goal 2: UH will have a student profile consistent with a nationally competitive public research university by creating an environment in which student success can be ensured.

4) Establish a more recognizable brand identity for Frontier Fiesta that also significantly increases student awareness.

Status: **Achieved.**

FFA has switched to a consistent form of marketing and has started to use a consistent logo for all pieces of promotional items and marketing. On all marketing, FFA has consistently used a general red wood theme on all of our banners, flyers, and handouts. FFA also order long term marketing materials such as table covers, tents, and teardrop flags that have the red wood theme to create a consistency for University of Houston students. We have also used the same logo, with the dates of Frontier Fiesta, for the past two years in order to create recognition among UH students. We have been working with the Student Centers IT department in order to keep the FFA website updated and visually appealing.

DSAES Strategic Initiative 5: Cultivate a collective identity that demonstrates a united vision.

UH Strategic Goal 5: UH will be known for its accomplishments locally and nationally.

5) Increase student involvement in the organization and leadership of Frontier Fiesta.

Status: **Achieved and on-going.**

The Frontier Fiesta Association executive team has been working on a new committee and membership system that will increase the involvement of our Assistant Directors, general members, and volunteers. After some adjustments with the Vice Chairman position, FFA is able to focus more on including our members that are recruited throughout the year. The way FFA adjusted the Vice Chairman position was to have that person to oversee all the Assistant Director

positions, and ensure each respective director provided consistent trainings and clear tasks for students. Now that we have established a good recruitment method, by speaking to all freshmen about the benefits of being involved and involvement opportunities through speaking to them at their New Student Orientation, we are using the Vice Chairman position to keep the members active and engaged throughout their involvement process. As the organization grows, we are working with the Center for Diversity and Inclusion on how to be more inclusive with our members by actively engaging them in more board activities, so all parties involved with Frontier Fiesta feel a part of the event.

DSAES Strategic Initiative 1: Create new opportunities for student success through learning, engagement and discovery.

UH Strategic Goal 2: UH will have a student profile consistent with a nationally competitive public research university by creating an environment in which student success can be ensured.

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.

In addition to tracking attendance each year at Frontier Fiesta, FFA also seeks to determine the appeal of the attractions available. After reflection on the Frontier Fiesta Think Tank report and surveys taken by University of Houston students and Frontier Fiesta participants, FFA also looked at how we evaluate and structure the event. At our new annual event during Homecoming Week, Homecoming Fiesta, FFA gave out a Frontier Fiesta t-shirt in exchange for students to complete our survey (which included questions on what students would like to see at Frontier Fiesta, what they enjoyed about the event in past, etc) in order for us to better understand what the students want out of the event.

Assessment

As previously mentioned, FFA conducted a survey in 2015 to better determine what the students at the University of Houston want out of Frontier Fiesta. At Homecoming Fiesta, FFA surveyed roughly 2,600 students. This gave FFA a good look at what to change or maintain at the event. In looking at the survey, we discovered that University of Houston students enjoy carnival attractions, carnival games, and all of the concerts at the event. Out of the people surveyed, 46% did not attend the event was because they were not University of Houston students in 2014 (the year the survey was referencing).

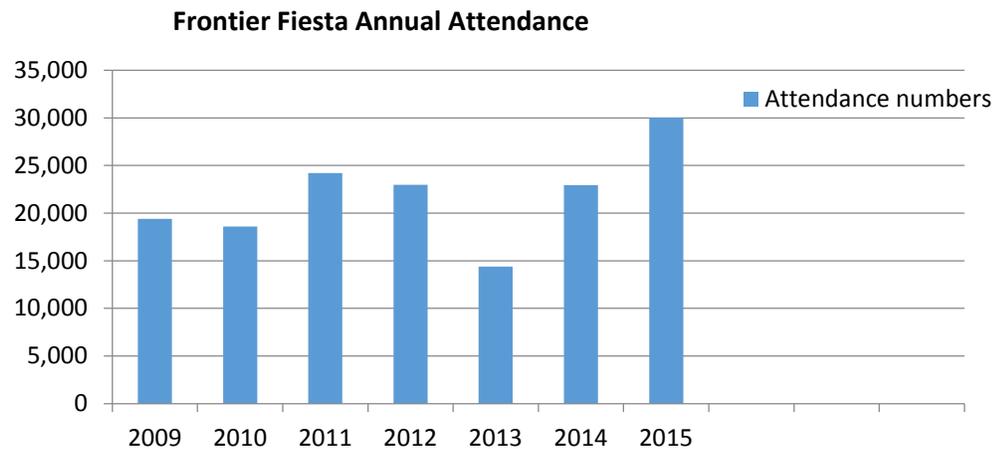
Those who have attended Frontier Fiesta were asked specific questions based on what they liked about the event and attractions or activities they would like to see in the upcoming year. Of those who had attended the event, 17% said they liked student run carnival booths, 15% said they liked student run variety shows, and 33% said they liked the concerts.

For those that have heard of Frontier Fiesta, but have not attended, 22% said they would like to see carnival rides at the event, another 23% said they would like a variety of food options, and 16% said they would like to see photo novelties with another 12% saying they would like to see student performers.

For the 5% of students said that they have not been to Frontier Fiesta and have not heard of the event, we explained that Frontier Fiesta is a three-day music and entertainment festival. After hearing this information, 22% of those students said they would like to see carnival rides, another 18% said they would like to see student performers, 18% would like to have a variety of food options, and 15% would like to see photo novelties.

In evaluating the information from University of Houston students, FFA has decided that students are looking forward to certain aspects of Frontier Fiesta whether they have been to the event yet or not. Those aspects include large concerts, carnival rides, a variety of food options, student performers, and photo novelties. The Director of Performances will be utilizing this feedback to ensure these areas enhanced for the upcoming Frontier Fiesta 2016.

Attendance



As the data shows, in 2015 Frontier Fiesta's attendance spiked significantly. We had 30,005 people, in comparison to 22,925 in 2014 and 14,372 in 2013. FFA attributes the following reasons for the large increase in attendance:

One reason for the spiked attendance is the increase in student fees allocated to large headlining concerts. Once again, Frontier Fiesta partnered with the Student Program Board to host a headlining concert, and Frontier Fiesta had a concert to end every night. The large attendance at these concerts has helped Frontier Fiesta's attendance grow from 2013 to 2014 and again from 2014 to 2015. One aspect of the concerts we have noticed is that as we spend more money to get larger artists, we have a better attendance at the concerts, and at the event during the days as well. On Friday night, Cher Lloyd was the headlining performer, and had an attendance of 2,162 and with the partnership of the Student Program Board that concert cost \$60,000. For the Saturday night concert, Schoolboy Q brought in 7,721 and cost \$80,000 for his performance fee.

Another aspect that helped Frontier Fiesta's attendance spike was the increase in spending on Family Fun Day, the Saturday afternoon of Frontier Fiesta. FFA increased the numbers in attendance at Family Fun Day to over 18,000, and increased the number of games and attractions for families. With the Director of Community Outreach being in charge of Family Fun Day, FFA was able to have a dedicated focus for this aspect of the event during the planning process. Frontier Fiesta contracted several attractions such as face painting, dogs from the Houston Society for the Prevention of Cruelty to Animals, a trackless train, and novelties such as wax hands and photo strips.

5) Please discuss any budget or organizational changes experienced since your last (FY 2016) 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 FY 2015 with a Fund 3 addition to Fund Equity, please describe the conditions which caused the addition.

In FY 2015, FFA received one time funds for long term marketing for the event and the organization, increase in operational and productions expenses to increase the size of the event as we moved to the TDECU Stadium, and an increase in funding for activities for the Saturday of Frontier Fiesta, known as Family Fun Day.

FFA received \$37,100 for long-term marketing. With long term marketing for not only the event, but for the Frontier Fiesta Association, we purchased two new branded 10'x10' tents, branded flags to be posted around campus and at Frontier Fiesta, a table top display, and branded table covers as well. All of these pieces are consistent with the new red wood theme and have the FFA logo visible as well. FFA was also able to purchase marketing that can be used for tabling's at the University of Houston, advertising around the campus and in the community, and to attract University of Houston students to join the Frontier Fiesta Association as members and Assistant Directors. This will also help Frontier Fiesta establish brand recognition by having similar and consistent marketing. Due to the fact that brand recognition has been a problem for the Frontier Fiesta Association in the past, this consistent marketing will help Frontier Fiesta to become more recognizable to University of Houston students.

FFA received an additional \$132,500 for operational and productions expenses for the increase in the size of the event and the space. With these additional funds, FFA was able to accommodate for the large increase in size going from lots 20A and 20C to lots 12A and 12B. This increase in size was over double the square footage. Additionally, FFA was able to have more tents, storefronts, and organizations participating in variety shows and carnival booths because of the additional space and funds.

FFA also received \$96,990 for the rental fee charged by UH Sports and Entertainment for the staffing and operation of the TDECU Stadium. All of these funds were used to provide staging, sound, and lighting for the concerts at Frontier Fiesta. FFA, with the help of the Student Program Board, brought three artists that performed at the end of every night of the event. These concerts brought out over 11,000 people in total.

The additional \$14,480 for Family Fun Day helped FFA enhance the offerings at the event for families and the University of Houston community. Family Fun Day provides a wholesome environment for families of students, faculty, staff, and alumni to enjoy. The additional funds allowed Frontier Fiesta to have more family friendly attractions. This included attractions such as face painting, western style games, a trackless train, and kid friendly carnival attractions and inflatables. Family Fun Day had more attendance than it has in the past few years (over 18,000) thanks to the additional funding.

FFA ended FY 2015 with \$10,109 in Fund Equity. The FY 2015 Fund Equity from the Frontier Fiesta Association was not utilized because several expenditure requests that were submitted in FY15 were not able to be processed until FY16. These requests included \$4,292.50 to Tough Shirts for volunteer t-shirts Assistant Director apparel, and promotional long- sleeve shirts, \$405 to Exhibits for a table top display, and \$333 to Creation Station for Frontier Fiesta informational one-sheets to be used during Cub Camp.

6) Please list your 2016-2017 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 stops (programs, activities, services, policies/procedures, etc.) that you intend to implement to accomplish your stated initiative.

FFA Strategic Initiative 1: Continue to be more inclusive with the students and organizations that participate in Frontier Fiesta.

Action Step 1: Continue to work and meet with the Center for Diversity and Inclusion (CDI) to come up with plans to be more inclusive with organizations that participate in Frontier Fiesta and the members involved with the organization.

Action Step 2: Work with student organizations and CDI to determine ways to get more organizations involved with the event. For example, consider adding a talent competition and a step show in the new addition to Fiesta City known as Willie's Theatre that would be smaller scale and more affordable for organizations.

Action Step 3: Reevaluate the cost for carnival booths and the way FFA charges organizations.

Action Step 4: Continue to look at how to effectively utilize all members and Assistant Directors to make Frontier Fiesta a more inclusive organization, and to continue to grow the organization and event with the help of University of Houston students.

DSAES Strategic Initiative 3: Foster the creation of a global learning community that actualizes and embraces inclusion while preparing students to become active citizens.

UH Strategic Goal 2: UH will have a student profile consistent with a nationally competitive public research university by creating an environment in which student success can be ensured.

FFA Strategic Initiative 2: Continue to expand and grow the headlining concerts on the main stage inside of the TDECU Stadium.

Action Step 1: Continue to partner with the Student Program Board to host a concert on one night of Frontier Fiesta. This will help with collaboration, recognition for Frontier Fiesta and the Student Program Board, and hype for the concert and the event.

Action Step 2: Work with Baseline and the Center for Student Involvement to develop a survey that can be used by the Director of Performances to determine headlining concert artists. This could include surveying for genre rather than artist in order to better understand what kind of music University of Houston students want to hear at Frontier Fiesta.

DSAES Strategic Initiative 2: Actualize and leverage the fiscal, human, technological, and facility resources that enhance the student experience.

UH Strategic Goal 5: UH will be known for its accomplishments locally and nationally.

FFA Strategic Initiative 3: Increase the amount of programming and activities in Fiesta City, while continuing to have low to no cost for the guests of Frontier Fiesta.

Action Step 1: Work with multiple vendors earlier in the summer and fall semester to get quotes and contract the free programming attractions for the event. This will help Frontier Fiesta get competitive pricing on activities for guests to keep the cost at zero for attendees.

Action Step 2: Increase marketing for these attractions, as many students have expressed interest in having carnival rides and attractions at Frontier Fiesta. This will help awareness of the free programming to the students at the University of Houston.

Action Step 3: Increase the number of attractions within Fiesta City to include more carnival rides that are both student and family friendly, inflatables that are enjoyable for University of Houston students, and other activities for college-aged students and their families and friends.

Action Step 4: Work with more students and local artist and performers to have a variety of performances on the Bud Light stage outside of the stadium for the entertainment of the University of Houston students.

DSAES Strategic Initiative 2: Actualize and leverage the fiscal, human, technological, and facility resources that enhance the student experience.

UH Strategic Goal 5: UH will be known for its accomplishments locally and nationally.

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 row/columns on the SFAC Spreadsheet.

Frontier Fiesta is unique compared to other student-fee based organizations. Being such a large event on campus, FFA reaches out for multiple sources of external funding. These sources of funding include alumni donations through our Committeemen Program, in-kind donations primarily for our silent auction, and corporate sponsorships.

The Frontier Fiesta Committeeman Program consists of Frontier Fiesta alumni and friends. The program in years past has consisted of yearly and lifetime committeemen. We are working with the Department of Advancement and the newly formed Frontier Fiesta Alumni Network, to redesign this program and increase fundraising efforts.

The Frontier Fiesta Association also seeks out corporate sponsorships as a part of our efforts to engage the Houston community. By partnering with both local businesses and larger corporations, Frontier Fiesta gains donations, while these sponsors receive publicity. This year we will continue to place a large focus on reaching out to smaller local businesses, including University of Houston Alumni owned businesses, to help promote them to our attendees. The monetary amount of in-kind gifts or cash donations a company provides will determine the benefits each company receives such as: logo placement on event t-shirt, advertising opportunities in our official Gazette, as well as event sponsorship. All of these benefits given to sponsors are at the discretion of the Frontier Fiesta Director of Development and the Frontier Fiesta Executive Team, with oversight and guidance from UH staff.

Frontier Fiesta also receives in-kind donations from Alumni, University Departments, and different companies primarily to stock our online auction. With the UH Alumni Association hosting this online auction, it helps the primary audience (University of Houston Alumni) see the items that Frontier Fiesta has to offer while also increasing the visibility of the event to alumni and students by offering popular items online. All of the proceeds from the silent auction go towards the Frontier Fiesta scholarships and the funding of the Frontier Fiesta Scholarship Endowment.

Lastly, FFA facilitates, in partnership with the Department of Advancement, a competition called “Mr. and Miss Fiesta” for currently enrolled students. Last year, Mr. and Miss Fiesta raised roughly \$7,000 for the Frontier Fiesta Scholarships. This is a fundraising competition, and whoever raises the most funds receives the title of Mr. or Miss Fiesta along with recognition at the Chairman’s Reception. In this year’s Mr. and Miss Fiesta competition, there will be no monetary entry fee. This will encourage more students to participate in the competition to raise funds for Frontier Fiesta scholarships.

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 is no overlap between Frontier Fiesta and another unit.