



Student Program Board
SFAC FY17 Questionnaire



President: Melissa Jinks

Vice President of Membership, Recruitment & Development: Taylor Rouleau

Vice President of Marketing & Assessment: Larry D. Hines II

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. We are a group of student leaders dedicated to programming social, diverse, traditional, and educational events to enhance each student's individual experience here at the University of Houston.

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

Fall 2014-Spring 2015 was a monumental year for the Student Program Board. With a more strategic event-planning system, increased collaborations, and tactful approach to student assessment, SPB was able to provide record-breaking attendance events to the student body.

As SPB enhances our efforts to become a nationally-acclaimed programming board, our core values of originality and pride are used to guide the programming process of quality events for UH students. SPB realizes that we have the ability to impact student' 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 the classroom, endeavors to increase overall satisfaction with student life on campus, and instills pride at the University of Houston.

The engaging experiences SPB provides contributes to students 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 student success.

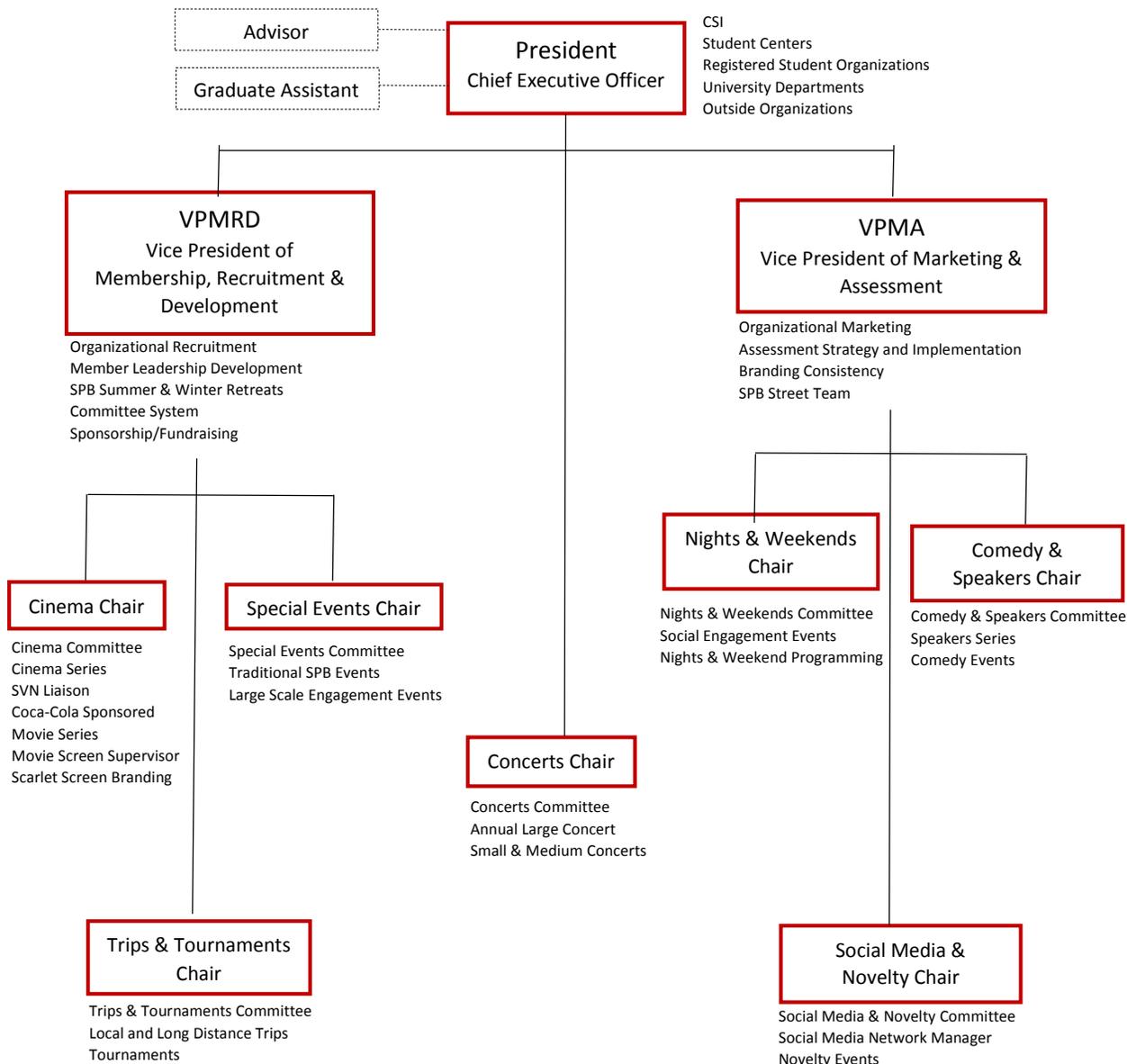
SFAC allocated student fee dollars directly impact the quality of our organization and programs. SPB will continually make efforts to grow as a Tier One organization and to put students first. It is SPB's hope that SFAC will continue to support our large goals and aspirations not only for the future of SPB, but for the future of the University of Houston's collegiate experience.

Melissa Jinks
President

Taylor Rouleau
VP for Membership

Larry D. Hines II
VP for Marketing & 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, custodian, etc.), note this on your chart. Student employees should be cited on the chart and identified as students.



KEY

**Stipend Student
Leader**

Supporting/Advising
Entity

*Text with no outline represents
responsibilities/other entities

3) List the objectives that you identified for the 2014-2015 academic year. Please comment on your success in achieving these objectives. If an objective changed during the year, please note this and explain. Also, list any new objectives, the rationale for the addition, and comment on your success in achieving these objectives.

Strategic Initiative 1: Improve and develop an effective, comprehensive branding, marketing assessment plan to amplify SPB's presence on campus. (DSAES 1.d, DSAES 5.c, UH Strategic Goal 2)

- *Action Step 1:* 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.
 - **Status: Achieved/Ongoing-** In Fall 2014, the Cinema programming chair launched *Scarlet Screen* which branded SPB Cinema events and provided an opportunity for extra marketing. With the help of the Student Video Network, SPB programming chairs created trailers for their events that were to be aired before every movie screening provided by SPB.

In Spring 2015, the SPB executive board revised the event planning system after Fall semester review. When receiving feedback for the event proposal system, the system was modified to a more desirable format that focused on marketing initiatives.
- *Action Step 2:* Annually research marketing strategies of other successful program boards.
 - **Status: Achieved/Ongoing-** Social media is a marketing strategy trending on other successful campuses. The Social Media programming chair increased student participation in marketing through utilizing Facebook, Instagram, and Twitter for various social media competitions where students were able to win reserved seating for events or SPB promotional items.
- *Action Step 3:* 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.
 - **Status: Achieved/Ongoing-** As part of the event-planning system, programming chairs are required to propose an itemized list of print marketing to be ordered for each specific event. The executive board reviews proposals to determine if estimations are accurate according to data from past events. VPMA is responsible for the distribution of promotional items and giveaways. Inventory is done at the beginning of the semester when VPMA portions out promotional items for scheduled events.
- *Action Step 4:* Collaborate with the Commuter Services in order to target commuter students.
 - **Status: Achieved/Ongoing-** SPB intentionally purchased promotional items such as car chargers and lanyards to distribute to commuter students. We were able to market our events and overall organization during the Commuter Services Fair.

Strategic Initiative 2: Diversify and expand programming to further increase student satisfaction with campus life. (DSAES 1.d, DSAES 1.f, DSAES 4.c, UH Strategic Goal 2)

- *Action Step 1:* Offer high energy, interactive evening and weekend program options on a bi-weekly basis that appeal to UH students, especially residents.
 - **Status: Achieved/Ongoing-** One segment of programming that was expanded by our Nights and Weekends programming chair was SPB Game Nights. We had a total of 9 different game nights in different areas of campus that allowed students to relax and play board games with their friends, compete in video games, or sing karaoke. The total attendance for the SPB Game Nights was 971. Other evening and weekend programming included Cougar Night Lights (attendance of 449), Survive UH (attendance of 362), Paint UH (attendance of 227), and Wizarding World of UH (attendance of 713).

- *Action Step 2:* 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.
 - **Status: Achieved/Ongoing-** In Fall 2014, SPB was heavily involved in the events leading to the grand-opening of TDECU Stadium. In collaboration with the Student Government Association, SPB hosted four different movie screenings as well as Glow Party, which alone totaled over 4,500 students. Other partnerships that contributed to evening and weekend programming include the University Centers, Resident Hall Association, Student Housing & Residential Life, Center for Fraternity & Sorority Life, Baptist Student Ministries, Center for Student Involvement, Council of Ethnic Organizations, Women's Resource Center, LGBT Resource Center, Center for Diversity & Inclusion, Homecoming, Frontier Fiesta Association, Campus Recreation Center, Health & Wellness Center, Auxiliary Services, and various Registered Student Organizations such as St. Jude's Up 'Til Dawn.
- *Action Step 3:* Plan at least two (2) large trips annually to various attractions outside of Houston.
 - **Status: Achieved-** Last year, SPB Trips programmed two large trips to Six Flags Over Texas in Arlington and Six Flags Fiesta Texas in San Antonio, each with 64 and 66 students in attendance respectively. In the Spring semester, SPB Trips also programmed one large trip to Barton Springs in Austin.
- *Action Step 4:* Plan at least two (2) small trips annually within the city of Houston.
 - **Status: Not Achieved-** SPB Trips did plan an ice-skating trip to the Galleria in the Fall and to the Houston Zoo in the Spring, but was not able to complete events due to budgetary restrictions.
- *Action Step 5:* Program at least one (1) homegrown tournament event each semester, which potentially includes the involvement of UH faculty, staff, and UH students on campus.
 - **Status: Not Achieved -** Due to budget restrictions, Trips & Tournaments programming focused their dollars on large-scale trips rather than tournaments.
- *Action Step 6:* Continue to evaluate students' responses on programming options through assessments.
 - **Status: Achieved/Ongoing-** SPB programming chairs are required to gather student assessments at each event whether it was a way for students to receive incentives such as promo items and event t-shirts or simply while students wait in line for events such as movie premiers. SPB was able to gather student feedback in every area of programming from suggestions for movie titles to screen, all the way to naming our events such as Wizarding World of UH.

Strategic initiative 3: Maintain SPB's organizational sustainability and growth. (DSAES 1.c, DSAES 2.b, UH Strategic Goal 2)

- *Action Step 1:* Maintain and revise the Get On Board program on the regular basis, if necessary.
 - **Status: Achieved-** As a new initiative for member engagement, a point system was put in place for the membership program. The point system tracked member participation through their meeting attendance, volunteering, and various organization activities. SPB was able to reach 297 members which was a skyrocketing increase from the 103 members the previous year.
- *Action Step 2:* Revise membership system and event planning competition to accommodate for experienced members.
 - **Status: Achieved-** SPB's event planning competition completed its second year within the SPB membership system. The competition was revised to have experienced members act as mentors to guide their committees throughout the process. Members were divided into

three teams according to their committees which resulted in an even split between experienced and new members. Each team had eight weeks to create an entire event with \$1,000 that was to be presented to and judged by the executive board. The winning team won the \$1,000 set aside in our budget to fully execute their event. Last year, first-year members voluntarily presented their project to the executive board in the final round.

Strategic Initiative 4: Continue to enhance and strengthen our collaborative relationships with organizations and departments to create quality events. (DSAES 1.d, UH Strategic Goal 2)

- *Action Step 1:* Cultivate a collective identity with other fee-funded organizations that demonstrates a united vision for the University of Houston.
 - **Status: Achieved-** Through one-time request granted by SFAC, SPB brought musical performer, Big Sean, which brought 1,612 students during Homecoming Week. SPB also collaborated with Frontier Fiesta Association to bring Cher Lloyd which had 2,162 students in attendance. SPB continued our partnership with the Council of Ethnic Organizations to bring various performers to campus as well as continuous participation in Student Video Network's Outdoor Movie Festival.
- *Action Step 2:* Continue to seek out collaborations with departments and organizations, such as Bauer College of Business, NSM College, UHPD, UH Health Center, and the Professors with Pride.
 - **Status: Achieved/Ongoing-** Although collaboration efforts with different UH colleges is still in progress, SPB managed to collaborate with numerous departments and organizations such as UHPD, Health & Wellness Center, and Registered Student Organization: St. Jude's Up 'Til Dawn.

Strategic Initiative 5: Work towards becoming a locally and nationally-acclaimed programming board. (DSAES 5.c, UH Strategic Goal 5)

- *Action Step 1:* Accomplish large-scale events that attract the local media, which include Houston news outlets.
 - **Status: Not Achieved-** Although SPB has not yet been featured in local Houston news, we have had a few spotlights in *The Cougar* this past year. Large events such as UH EDC Festival and Wizarding World of UH have attracted the Center for Student Media. Stories were published about each event in the University of Houston newspaper.
- *Action Step 2:* Provide submissions to NACA Regional and National awards and ACUI Regional and National awards for recognition of both organizational and SPB student leader achievements.
 - **Status: Not Achieved.**

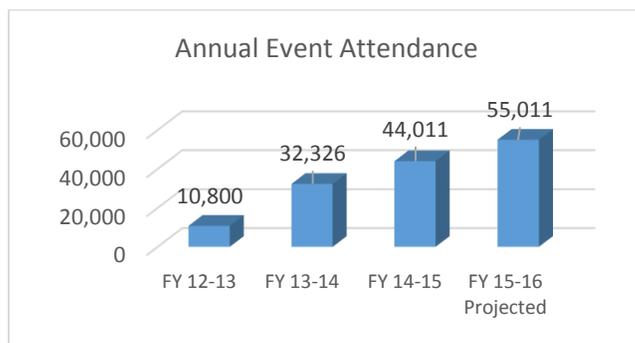
4. Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned objectives and their importance as compared to other objectives that you might pursue. Where data exist, discuss the number of persons served by each of your programs and any assessment measures used to evaluate program success. Please provide the method for collecting these data.

It is our responsibility as programmers to coordinate events that will maximize student attendance and satisfaction. Evaluating SPB events plays a pivotal role in 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 seeks to increase student involvement and student satisfaction at our events.

Assessments are not only useful for improving our events, but also great tool for team building. 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 from one another. This process is beneficial to the overall growth for the Student Program Board.

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

- 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 and laptops for information collection and membership sign-ups
 - Paper surveys and membership sign-ups when Wi-Fi is unavailable
 - Facebook polls
- Each Chair is required to complete a program planning file for every event, including marketing forms, an event checklist, 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.
- 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.
- 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.
- 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.



To the left is the attendance from 2014-2015 SPB events as well as a comparison to the past few years.

5) Please discuss any budget or organizational changes experienced since your last (FY2016) 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 FY2015 with a Ledger 3 Fund Equity balance, please describe the conditions which caused the fund balance.

SFAC approved all new requests as one-time funding which includes \$30,356 for UH Clue, UH Got Talent, and Springfest, \$220,000 for Homecoming concert, and \$24,582 for term extensions, marketing items, UH Carnival, and UH Harry Potter Festival. Additionally, SFAC approved the base augmentation request of \$3,716 for chair term extension. This increase allows SPB to improve the quality of our efforts, and plan more large-scale events that engages a larger scale of the UH community.

SPB ended FY15 with \$23,660 in Fund Equity. SPB did not utilize all of its funds for various reasons. One reason that all funds were not utilized was because of failure of contract execution that impeded the planning process for the Trips & Tournaments programming portion. The original budget set for that area of programming was \$11,000 and only \$6,626 was used. SPB was also unable to purchase certain things to be paid out in FY15 due to not being able to purchase or pre-order items. Those purchases included \$4,797 in marketing for various SPB events such as Game Nights, Survive UH, UH Clue, Mr. UH, Winter Wonderland, and SPB Cinema screenings, as well as \$1,900 in reservation fees for events including Mr. UH, several SPB Cinema screenings, and the annual SPB Banquet.

6) Please list your 2015-2014 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.) you implemented to accomplish your stated initiative.

Strategic Initiative 1: Develop a comprehensive marketing and assessment plan to increase student engagement and overall presence of SPB on campus. (DSAES 4.c, DSAES 5.c, UH Strategic Goal 2)

Action Steps:

- Partner with Commuter Student Services to establish a plan for increased marketing and awareness of our organization and events to commuter students.
- Collaborate with the Center for Diversity and Inclusion to create marketing tactics that captures the attention of a diverse group of students.
- Maintain and revise event assessment procedures within the SPB event planning system.
- Increase total number of student responses for survey and assessment by collecting feedback from at least 10% attendees from each event.

Strategic Initiative 2: Continue to strengthen our collaborative relationships with UH departments and organizations. (DSAES 1.f, UH Strategic Goal 2)

Action Steps:

- Increase educational programming through collaborative efforts with UH colleges and departments.
- Enhance communication and participation with Registered Student Organizations.
- Seek out a minimum of 20 collaborative events over the year.

Strategic Initiative 3: Instill pride in the university through increased efforts to engage a greater variety of UH attendees and interaction with current students at SPB events. (DSAES 1.b, DSAES 6.c, UH Strategic Goal 3)

Action Steps:

- Create and modify events such as Winter Wonderland and Mr. UH to also attract UH Alumni and their families.
- Join forces with UH graduate departments to increase graduate student engagement.

Strategic Initiative 4: Foster sustainable leadership development of SPB board and members. (DSAES 1.c, DSAES 2.b, DSAES 4.c, UH Strategic Goal 2)

Action Steps:

- Establish and implement a mentorship system that utilizes experienced members to help advise new members.
- Conduct reviews each semester of membership development and make improvements as needed.
- Facilitate trainings for board and members to enhance progression towards their endeavors within the organization, campus-wide, and future career development.
- Provide resources to cultivate a leadership development program in order to transition committee members into committee chairs and/or executives.
- Maintain and revise membership system, if necessary.

Strategic Initiative 5: Discover avenues to support budget maximization and connect with the Houston community. (DSAES 6.c, UH Strategic Goal 3)

Action Steps:

- Explore different collaborative opportunities with UH department and organizations to help minimize costs for events.
- Starting with Winter Wonderland, work with University Advancement to develop and implement a system to acquire event sponsorship.

- Expand opportunity for event sponsorship by connecting with local Houston companies.

Strategic Initiative 6: Increase the visibility within affiliated professional organizations to be a nationally-recognized programming board. (DSAES 5.c, UH Strategic Goal 5)

Action Steps:

- Provide submissions to NACA Regional and National Awards and well as ACUI regional and Annual Awards for recognition of both organizational and SPB student leader achievements.

Question #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.

1. SPB has partnered with several marketing and movie distribution companies such as Allied THA, Moroch, NBC Universal, Cross Cultural Marketing Group, and Refuel Agency and that provide free screenings of movies before they are released to the general public. We work with these companies to show the movie and they provide us with an encoded DCP copy of the film, while also paying for the reservation fee, marketing, and security. SPB will continue to search for new opportunities to premier movies with the success of past showings including *Neighbors*, *Unfriended*, and *Trainwreck*. We have also premiered *The Visit* this Fall semester.
2. We have also continued partnership with Coca-Cola, who allows SPB to show Coke Free movies throughout the semester. Coca-Cola sponsors the event and covers the cost of movies, marketing, and reservation. Movies range from \$700.00 to \$1,400.00 each, and they will be covering \$8,400.00 in movie rights and marketing this year. SPB shows three to four movies a semester under the Coca-Cola Sponsorship.
3. SPB Trips and Homecoming Concert ticket sales also provide SPB an additional source of funding. Students are asked to pay \$4.00 to \$30.00 to subsidize additional expenses. The fees decrease the cost of a large Six Flags trip or the Homecoming Concert.
4. SPB utilizes a Collaborative Event Application, which is linked on our website, to ensure more collaborative planning between SPB and groups interested in planning events such as RSOs.
5. SPB collaborates with several other fee-funded organizations including SVN (Survive UH and Mr. UH), CEO (Preferred Parking, Winter Wonderland, Renaissance Festival and SXUH), Coog Radio, The Cougar, Frontier Fiesta (Cher Lloyd), Homecoming (Big Sean and Homecoming Concert 2015), and SGA (Glow Party, Cage Rage, etc.). This also includes departments such as Athletics (Cougar Night Lights), Center for Diversity and Inclusion (Game Night), and Center for Student Involvement (InfraRed Nights). Other collaborations include a Fed Up Screening with the Campus Recreation and Wellness Center and SPEAK week with the SPEAK Registered Student Organization.
6. SPB is also looking for sponsorships for staple events like Winter Wonderland to bring in more funding. We have received sponsorship from (Insert Carolina's sponsors here I don't know them...). We have used the additional funding to bring activities for students including (the Ice slide and Snowman Carolina is bringing).

8) Please describe 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.