COUNCIL FOR CULTURAL ACTIVITIES

SFAC QUESTIONNAIRE

FY19

Question 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.

Mission

The Council for Cultural Activities is the source of support and a platform for registered student organizations to actively promote diversity and inclusion of all cultures and peoples to the University of Houston community.

Means of Accomplishment

The Council for Cultural Activities has established its presence through creating a network of UH community and student partnerships to endow the University of Houston with widely recognized cultural traditions.

CCA accomplishes its mission by:
- Reflecting the diverse interests of the university community
- Promoting and expanding cultural awareness
- Creating a social environment that encourages a sense of community
- Encouraging and supporting student leaders and cultural related registered student organizations on campus
- Serving as an umbrella organization for CCA member organizations by providing co-sponsorship opportunities and event management resources
- Growing partnerships between cultural student organizations, university leadership, and the greater Houston community.

CCA's mission is realized through its four signature programs and the efforts of stipend-student leaders known as Council Liaisons. Liaisons spearhead this organization to achieve the goals stated above by planning and organizing CCA's signature events, as well as assist member organizations in the planning process of hosting cultural events throughout the year. In addition, CCA hosts four signature events spread across the academic year that encompass all the values stated above.
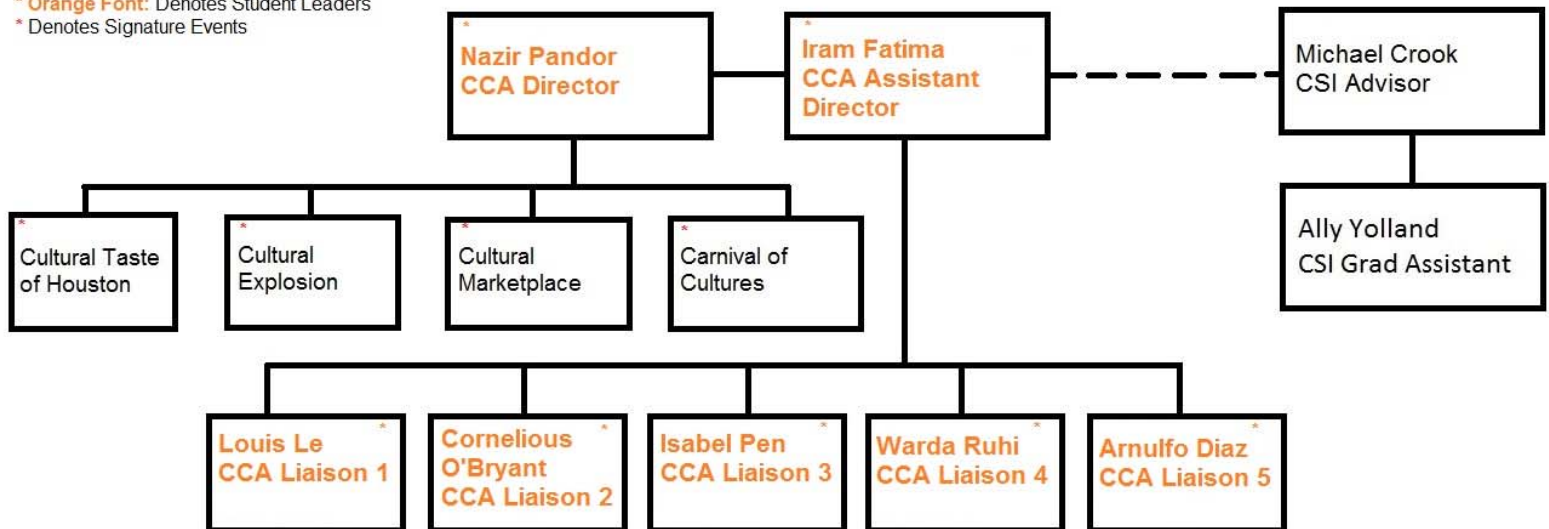
Justification

The Council for Cultural Activities (CCA), previously known as the Council for Ethnic Organizations (CEO), promotes and enhances the cultural experience on campus by hosting and co-sponsoring culturally enriched and diverse events to the student body. Specifically, CCA promotes cultural diversity among registered student organizations (RSO) whose mission is to showcase their cultures on campus but need support to help make their events happen. CCA's co-sponsorships are valuable to registered student organizations because Council Liaisons provide RSOs with individualized attention, knowledge of campus policies and event planning

support needed to help organizations reach their goals of cultural celebration. Additionally, CCA enhances student leadership among student organizations with resources, assisting in co-hosting workshops with partner UH Departments, and networking opportunities.

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.

* **Orange Font:** Denotes Student Leaders
* Denotes Signature Events

| Nazir Pandor CCA Director | Iram Fatima CCA Assistant Director | Michael Crook CSI Advisor |

Under Nazir Pandor / Iram Fatima:
- Cultural Taste of Houston
- Cultural Explosion
- Cultural Marketplace
- Carnival of Cultures

Under Michael Crook:
- Ally Yolland CSI Grad Assistant

Under Iram Fatima:
- Louis Le CCA Liaison 1
- Cornelious O'Bryant CCA Liaison 2
- Isabel Pen CCA Liaison 3
- Warda Ruhi CCA Liaison 4
- Arnulfo Diaz CCA Liaison 5

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Question 3:

List your unit's strategic initiatives and action steps identified for the 2016/2017 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: **To support student leaders of cultural and diversity-related registered student organizations on-campus.**

> **Action Step A**: The Council Members will be actively involved with cultural and diversity-related RSOs and keep them informed about upcoming collaborations by having meetings with the executive teams of RSOs assigned to them. This will increase collaboration among RSOs, further reach out to students and develop and enhance relations among RSOs. This will also enrich and strengthen the UH body in cultural and diversity awareness.
>
> *Status: Achieved and ongoing*
> Each Council Member was assigned five registered student organizations that they are responsible for helping and advising throughout the year. Council members successfully assisted and been pivotal to our student organization partners in achieving success in their own events.
> On the end of year surveys distributed to RSOs through Get Involved,
> - **77.78%** reported Council Members were <u>excellent</u> in their assistance towards the organizations event
> - **11.11%** reported Council Members were <u>good</u>
>
> RSOs acknowledged that their event's success was highly attributed to the added assistance CEO provided them.
> - **44.44%** reported CEO's assistance <u>completely</u> contributed to their events success
> - **56.56%** reported CEO's assistance <u>considerably</u> contributed
>
> CEO added new programs for member organizations such as the CEO meet and greet both in the fall and spring as a thank you to the student organizations that joined us each semester.
>
> **Action Step B**: Increase social media presence by having more students follow CEO on various social media outlets such as Snapchat, Facebook, and Instagram. RSOs will get the opportunity to promote their events even to the CEO followers to reach out to a wide range of students.

Status: Achieved and ongoing.

- CCA has **2757 likes** on its Facebook page – a **9.5% increase** from 2015/2016
- **1466 followers** on the Instagram account – a **33% increase** from 2015/2016

Action Step C: Create recognition process for CEO member organizations to highlight positive contributions to cultural and diversity-related events on campus. RSO receiving recognition will be highlighted on CEO website and marketed through social media.

Status: Changed.
CEO did not individually recognize each student organizations' achievements. Instead, CEO instead focused more on helping student organizations maneuver around available resources needed for the success of their events. CEO did assist its member organizations in prioritizing attendance in SOLD and RISE diversity workshops focusing more on student and RSO development as a whole rather than individual recognition.

DSAES Strategic Initiative 3.C: *Explore and enhance multicultural-based collaborative programs with departments outside of the Division and in partnership with agencies in our surrounding environments.*

UH Strategic Goal #2: *Student Success*
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.

Strategic Initiative 2: **To serve as an umbrella organization for CEO member organizations that are cultural and diversity-related RSOs, providing monetary support and other resources.**

Action Step A: Utilize surveys to gain insight into what are the needs of CEO member organizations.

Status: Achieved
CEO send out a survey to all member organizations at the end of the year to find out how CEO was helpful to them; how its Council Members were helpful to their events; and where CEO can improve for the future.

Action Step B: Host at least two cultural and diversity-related RSO roundtables with CDI to discuss the needs of RSOs and to discover ways to meet those needs.

Status: Achieved
Successfully collaborated with CDI on hosting the roundtables. Despite the roundtables not being well-attended in its year, CCA still managed to create a great working

relationship with CDI as well as the RSOs involved.

DSAES Strategic Initiative 4.A: *Develop a comprehensive assessment plan that identifies learning and program outcomes and demonstrates a process for improvement based on measurable results.*
UH Strategic Goal #2: *Student Success*
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.

Strategic Initiative 3: **Retain and grow RSO membership base for CEO.**

Action Step A: Ensure marketing of events hosted by member RSOs covers a variety of outlets to reach a wider population on campus.

Status: Achieved and ongoing
CEO assisted RSO's in connecting them with added marketing outlets such as the marquee digital screen above Starbucks; digital screens around the student centers and residence halls; connection with the Center for Student Media; and design and print with Creation Station. This helped RSOs reach a wider base of students to achieve higher attendance figures for their events.

Action Step B: Ensure that monetary and event planning support is provided adequately before the event through the Council Members of CEO.

Status: Partially accomplished
Due to university policy, CEO was unable to give monetary grants to RSOs prior to events. However, CEO was able to provide adequate event planning to numerous RSOs prior to their events. Through CEO Council Members, it was able to meet with RSOs beforehand to discuss topics of how to better their events, increase attendance, and make the best impact possible. In addition, CEO reimbursed funds to organizations who sought financial assistance from CEO, together with event planning resources and marketing.

DSAES Strategic Initiative 4.A: *Develop a comprehensive assessment plan that identifies learning and program outcomes and demonstrates a process for improvement based on measurable results.*
UH Strategic Goal #2: *Student Success*
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.

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.

CCA evaluates its success through attendance numbers, social media data, and open ended feedback questionnaires from member organizations and collaborators. CCA obtains attendance figures for its own signature events by swiping cougar cards as well as by using clickers as a backup to reconcile attendance figures. For co-sponsorships with member organizations and UH partners, CCA also relies on their attendance data which is done by sign-ups, clickers, or RSVP's.

CCA has three signature events throughout the year, namely International Explosion, International Marketplace, and Carnival of Cultures. Yearly attendance figures show that over the last two academic years, FY16 and FY17, **CCA has increased from 483 to 877 for International Explosion, and 250 to 607 for Carnival of Cultures**.

*It is important to note that the figures over FY16 and FY17 for these two events were recorded using card swipes on site to get an accurate number of attendees. However, for International Marketplace, FY15, FY16, and FY17 were recorded predominately using clickers which does not give an accurate number of attendees to the event. Outlines below is a chart of the attendances CCA has had over the last three FY periods.
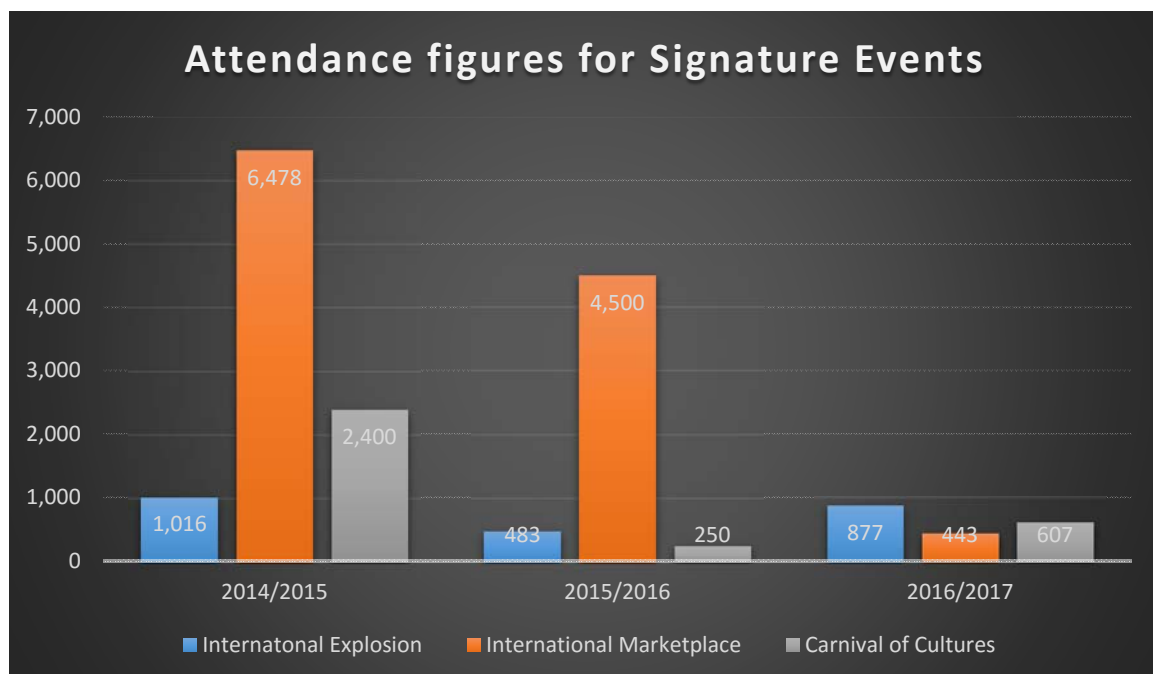
Event Name	Collaborating RSO/Department	Method for collecting data	Estimated Attendance
CCA Signature Events			
International Marketplace	18 Cultural Organizations	Card Swipes, Clickers	443
International Explosion	13 cultural organizations	Card Swipes	877
Carnival of Cultures	CEO	Card Swipes	607
Total			**1937**
CCA Collaborations			
Game Night	SHRL	Card Swipes	127
Party at the Rec	SHRL & SPB	Card Swipes	426
Party in the Park	CSI	Card Swipes	1223
Coogapalooza	SHRL	Card Swipes	398
Cat's Back	Student Centers	Card Swipes	679
Glow Party	Weeks of Welcome Committee	Card Swipes	2200
Campus Prowl	Weeks of Welcome Committee	T-Shirt giveaways, Card Swipes	197
Islamaphobia	Urdu Baithak	Sign-ups	60
International Arts & Music Festival	ISO & BSA & PSA	Card Swipes	500
RSO Cultural Round Table 1	CDI	Sign-ups	12
Dandiya Dhamaka	Indian Student Association	Sign-ups	409
Let's Get Sex'Ed	LGBTQ Resource Center		136
CEO Meet and Greet 1	CEO	Sign-ups	35
CEO Meet and Greet 2	CEO	Sign-ups	17
RSO Cultural Round Table 2	CDI	Sign-ups	12
PSA General Meeting	Pakistani Student Association	Sign-ups	55
Diwali Lunch 2016	Indian Student Association	Sign-ups	450
ISO World Cup 2016	International Student Organization	Sign-ups	75
Parichay	Graduate Indian Student Organizaiton	Sign-ups	487
Student for Justice in Palestine GM	Student for Justice in Palestine	Sign-ups	55
MSA Tailgate	Muslim Student Association	Sign-ups	75
Galabeya Night	Egyptian Student Association	Sign-ups	72
Renaissance Festival	Student Program Board	Sign-ups	33
Black Grad	Black Student Union	Sign-ups	75
AIESEC Fall Gala Showcase 2016	AIESEC	Sign-ups	25
Jalwa 2017	Indian Student Association	Sign-ups	120
SPB Presents: Poetry Slam	Student Program Board	Card Swipes	42
Mock Mehndi	Urdu Baithak	Sign-ups	150
GBM: Black History Month	Muslim Student Association	Sign-ups	150
International Mother Language Day	Bangladeshi Students Association	Sign-ups	200

International Film Festival	International Student Organization	Sign-ups	121
Mah E Mir Movie Screening	Urdu Baithak	Sign-ups	120
Islam Week	Muslim Student Association	Sign-ups	500
Palestine Culture Awareness Workshop	Students for Justice in Palestine	Sign-ups	45
Egyptian Culture Night	Egyptian Student Association	Sign-ups	70
Fransisco Ramos (Comedy Night)	Student Program Board	Card Swipes	
PSA Show	Pakistani Student Association	Sign-ups	500
Nowruz 1397	Iranian Community at University of Houston	Sign-ups, RSVP's	200
Maitri 2017	Graduate Indian Student Organizaiton	Sign-ups	400
Pohela Boishakh	Bangladeshi Students Association	Sign-ups	100
Caribfest Week	Caribbean Student Organization	Sign-ups	200
Holi 2017	SPB, GISO, ISA	Card Swipes, Sign-ups	300
CEO Meet and Eat	CEO	Sign-ups	50
Frontier Fiesta cultural show	Frontier Fiesta	Clickers	180
TOTAL			**11281**
TOTAL ATTENDANCE			**13218**

Question 5:

Please discuss any budget or organizational changes experienced since your last (FY2018) 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.

CCA did not receive extra funding requests and only used its base allocation for FY18. CCA also received a reduction in our Base budget of $2,000 due to the change of venue of International Explosion from the Cullen Performance Hall to the Houston Room.

CEO did go through organizational changes based upon the recommendations of the Taskforce assembled over the summer of 2017, based on the FY17 SFAC recommendations. As a result, CEO changed its name to CCA, Council for Cultural Activities. The new name rebranded the organization to focus on cultural events and activities. This allows the organization to be more inclusive by addressing the stigma of only catering to foreign based or ethnic based students, and also catering to all cultures represented on campus. Since then, CCA has received great feedback on the name change and refocus of our mission and plans to capitalize on that for the future.

It is also important to highlight the impact this new mission and vision has for the year moving forward. CCA will serve as a resource for cultural registered student organizations providing event planning, marketing options and co-sponsorship abilities. CCA holds a strong position on this campus among student organizations and their student members.

Question 6:

If your unit concluded FY2017 with a Student Service Fee (SSF) Fund 3 addition to the SSF Reserve in excess of $5,000, please describe the conditions which caused the addition and provide a line-item identification of the budgetary source(s) of the addition (i.e. lapsed salary, conference travel, etc.).

CCA ended FY17 with a Fund Equity of $5,830.04.

The excess funds is due to the following reasons:

1. CCA had invoices for promotional items that did not get processed in FY17.

2. Based on SFAC's FY16 recommendation for CEO to reclaim its original purpose as a council for cultural based registered student organizations, fewer RSOs accessed these funding resources due to getting newly acclaimed to the change. RSOs were just getting used to the idea of CEO changing its mission to assisting them financially therefore there was a slight dip in our budget.

   However, with the new change due to SFAC FY18 recommendations Report, and an added effort to market rebranding to reach a wider student and organization base, CCA expects this problem not to occur over FY19.

3. Lastly, CCA had an amount left over due to unfilled student leader positions. Since CCA was in its infancy during FY17 academic year, it was unclear how many student positions to fill. Moving forward, CCA has a better idea of how many positions need to be filled to fulfil its mission for the entire school year.

Question 7:

Please list your 2018-2019 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: **Foster the creation of a global learning community that actualizes and embraces inclusion while preparing students to become active citizens by: supporting student leaders of cultural registered student organizations and increase their overall reach and impact on-campus.**

> **Action Step A**: CCA will continue to provide personal assistance to RSOs through its Council Liaisons and give them access to new and wider-reaching marketing resources to advertise their events on a bigger scale in order to reach as many students as possible. These resources include the digital screens around the Student Centers North and South, plus screens that occupy the residence halls and various college buildings.

> **Action Step B**: CCA will actively engage with RSOs to explore a variety of different event ideas in order to increase the impact of their culture which will be inclusive to all students at the university.

> **Action Step C**: To connect RSOs with different partners to increase support for their cultural events. Partners will include fee-funded organizations, UH departments, and other registered student organizations from different colleges on campus such as Bauer and Hilton.

> **DSAES Strategic Initiative 3.C:** *Explore and enhance multicultural-based collaborative programs with departments outside of the Division and in partnership with agencies in our surrounding environments.*
> **UH Strategic Goal #2:** *Student Success*
> *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.*

Strategic Initiative 2: **CCA will concentrate on our re-brand to better educate student organizations, UH departments, campus partners, and the general student about our new mission and the resources we provide.**

> **Action Step A**: CCA will focus on marketing drives such as fliers, handbills, general meetings or social mixers, and/or posters to explain its mission and resources.

Action Step B: CCA will actively engage with RSOs to educate them on what the organization does and why the name change from CEO. This will be done by attending RSO workshops, events and officer meetings.

Action Step C: CCA will hold meetings with campus partners and UH departments to discuss the new changes and where it can collaborate on events.

Action Step D: CCA will make sure to educate students who come to its signature events about how CCA serves them and how the students can get involved with it.

DSAES Strategic Initiative 3.C: *Explore and enhance multicultural-based collaborative programs with departments outside of the Division and in partnership with agencies in our surrounding environments.*
UH Strategic Goal #2: *Student Success*
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.

Strategic Initiative 3: Create new opportunities for student success through learning, engagement and discovery by: widening our RSO base to include fraternities and sororities which are focused on increasing cultural awareness.

Action Step A: CCA will actively engage in effective communication and dialogue with cultural based fraternities and sororities in order to support their initiatives.

Action Step B: Create recognition process for CCA member organizations to highlight positive contributions to cultural and diversity-related events on campus. RSOs receiving recognition will be highlighted on CCA website and marketed through social media.

Action Step C: CCA, through Council Liaisons, will work to increase its involvement within member organizations by attending their officer meetings (with their approval) to discuss increasing their exposure on campus as well as how CCA can assist them in that area.

DSAES Strategic Initiative 1.D: *Create a greater variety of student involvement initiatives that focus on the development of a vibrant campus life, including expanded evening and weekend programs.*
UH Strategic Goal #2: *Student Success*
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.

Strategic Initiative 3: Implement a new signature event at the University of Houston known as the Cultural Taste of Houston

Action Step A: CCA will look to increase the restaurant vendor attendance from 12 vendors to 20 in order to have an even wider cultural representation.

Action Step B: CCA will explore ideas of incorporating unique and different cultural aspects to enhance cultural education and social interaction for all student visitors.

Action Step C: To continue to be a part of Weeks of Welcome event schedule in order to maximize this events impact and reach.

DSAES Strategic Initiative 3.C: *Explore and enhance multicultural-based collaborative programs with departments outside of the Division and in partnership with agencies in our surrounding environments.*
UH Strategic Goal #2: *Student Success*
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Question 8:

Recognizing that the potential to generate additional Student Service Fee income for FY2019 base funding is extremely limited and recognizing that it is likely that some units will not be allocated the FY2019 base budget augmentations and/or one-time funds requested. Please provide a narrative of how your unit would accommodate a reduction of 5% in your total approved FY2018 base Student Service Fee budget and provide a line-item explanation of where budgetary cuts would be made.

CCA recognizes this issue and plans to reconcile this reduction by the following:

1. Reduce funds allocated for co-sponsorships with registered student organizations in the amount of $7,000.
    The reason is because even though co-sponsorship abilities are key and essential for CCA to achieve its mission (to increase cultural awareness and celebration on campus), CCA's budget from FY17 shows that despite this reduction, its budgeted allocated amount would still suffice to fulfil its goal.

2. Reduce funds from collaborations with departments in the amount of $1,000.
    Although collaborating on various events with different departments is a vital part of CCA and being the leader of cultural celebration on campus, it can be more financially strategic with collaborations. CCA could use the remainder of its budgeted allocation towards making the same impact directly with student organizations over departments.

Question 9:

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 for Cultural Activities has no other sources of income

Question 10:

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 for Cultural Activities has a clear mission to serve as a pioneer and staple for University of Houston's cultural awareness. Throughout this year, a lot of attention has arisen around the topic of cultural and diversity awareness with President, Dr. Renu Khator, addressing this topic in her Diversity and Inclusion statement. CCA rises to that occasion by concentrating its efforts towards programming a variety of events for students to engage in learning about, and experiencing the many different cultures represented at the University of Houston. CCA believes that it is truly a one-of-a-kind organization dedicated solely to the representation of a variety of cultures through social and educational activities.

The University of Houston does have a mass of different organizations and departments working towards cultural and diversity related awareness. The Center for Diversity and Inclusion (CDI) is one such department that does an amazing job at addressing diversity and inclusion related issues through educational programs and initiatives. The University of Houston also houses a great number of cultural registered student organizations that target specific groups of students to experience their unique cultures and traditions. In addition, the Activities Funding Board (AFB), a funding unit of SFAC, provides funding resources to registered student organizations of all kinds at the university.

However, it is important to clearly note the difference between CCA, CDI, AFB, and the variety of cultural RSOs.
- Firstly, CCA has student-run member organizations and invests in collaborating with those entities throughout the year to enhance the variety and experience of different cultural programs and events.
- Secondly, CCA provides a hands-on working relationship with student organizations to successfully plan, co-sponsor, and advise them on how to make their events better and reach a wider audience. CCA does this through its Council Liaisons, who are students leaders focused on helping RSOs achieve the best event possible.
- Third, CCA programs its own signature events that focus on showcasing a variety of cultures into one event providing a platform for students to experience that in order to enhance their education and love for different cultures and peoples. It is important for the University to have as many avenues as possible – such as CCA, CDI, and cultural RSOs – to showcase cultures and empower diversity, while being inclusive to all students.
- Lastly, CCA differentiates itself from AFB as it only concentrates its efforts on RSOs who have a cultural mission. CCA's efforts are all encompassing which means it provides event planning, equipment rental, marketing options, and co-sponsoring to its member organizations, instead of solely funding.