



**SFAC Questionnaire**  
**Frontier Fiesta Association**  
**FY19**

**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.**

Frontier Fiesta is a student led spring festival that was established in 1939. It began as a festival to promote the University when the University first moved from downtown Houston to its present location. Frontier Fiesta has grown into a diverse showcase of the talents of the University of Houston's student body. Each year students from various student organizations volunteer and assist the Frontier Fiesta Association in transforming a piece of our campus into a fully functional town called "Fiesta City." This event is a major production that takes the cooperation of the student, staff, faculty of the University of Houston.

**Our Mission:**

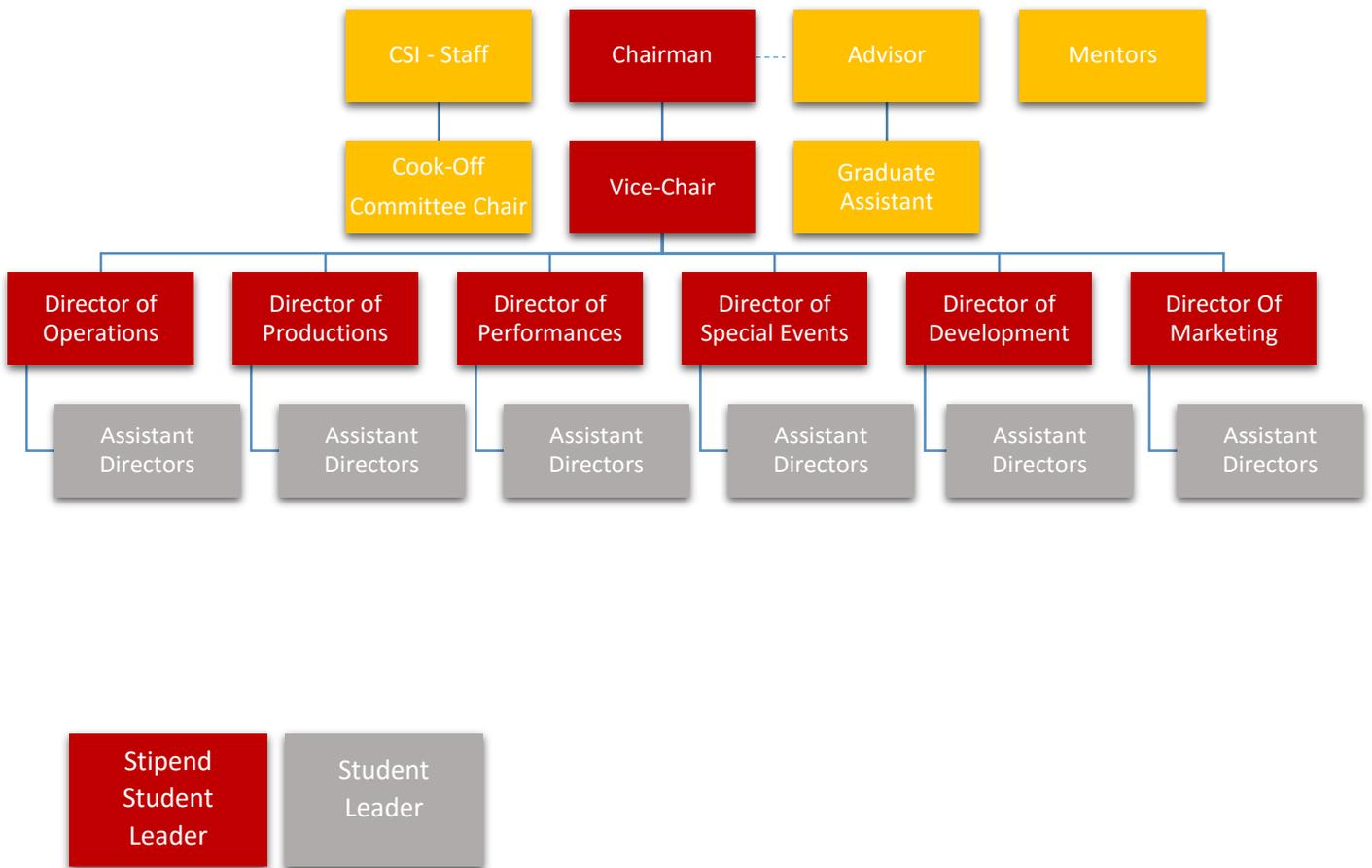
Frontier Fiesta Association (FFA) creates and executes the University of Houston's oldest and longest standing tradition. Our mission is to unite the student body, faculty, staff, alumni, and Houston community for a three-day western themed event. We strive to provide a low to no cost event that embraces our diversity, strives for inclusivity, and provides a place where everyone can come together and feel like they belong.

Frontier Fiesta is comprised of a Board of Directors; eight student leaders that over the course of nine months (with the assistance of advisors, mentors, alumni, faculty and staff) plan, program, and execute the largest fee-funded event at the University of Houston. Aside from the Board of Directors, FFA collaborates with an incredibly broad range of campus partners such as the Division of Student Affairs and Enrollment Services (DSAES), our fellow fee funded organizations and other registered student organizations.

At Frontier Fiesta, we provide our stakeholders and patrons a place where everyone can feel like they belong, all 20,000+. Without funding from SFAC, the size and scope of Frontier Fiesta would be significantly diminished. To help the longest standing and oldest tradition here at the University evolve to meet the needs and expectations of our students, we need your help. This upcoming year FFA will further expand on inclusivity with transitions from a Step Show to a Performance Showcase, from Mr. & Ms. Fiesta to Fiesta Royalty, and possibly pre-made fronts to provide small or first-time participant registered student organizations a low-cost way of getting involved in Frontier Fiesta.

At the event students are introduced to more registered student organizations, University of Houston departments, and Alumni than any other student programmed event on-campus. Because of this, Frontier Fiesta is filled with school spirit, pride, and history e.g. appearances of President Khator, Dr. Walker, performances by the Spirit of Houston (which includes our cheerleaders, mascots, and bands), Cultural Showcase and Live at 5 programs, variety shows by some of the original Greek-lettered participants, Lisa Sachs hall displaying article of attire, newspapers, and set lists of previous Frontier Fiesta events.

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 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.**

***FFA Strategic Initiative 1: Continue to be more inclusive of diverse 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 develop plans to be more inclusive of organizations that are interested in participating in Frontier Fiesta and the members involved with the Frontier Fiesta Association. (FFA).

*Status: Ongoing*

FFA continues to work with CDI to create a more inclusive organization and event. Last year, CDI hosted a new experience known as Cultural Fiesta during Frontier Fiesta. Additionally, a partnership with the Council for Cultural Activities (CCA, previously known as CEO) led to the hosting of a Cultural Showcase.

**Action Step 2:** Seek feedback from student organizations to determine how to get more organizations involved with the event through large scale programming or carnival booths.

*Status: Ongoing*

FFA performs annual debriefs with stakeholders including reviews of interactions with registered student organizations (RSOs). In addition to direct efforts like inviting them to participate in a range of activities from variety shows to carnival booths, FFA continues to work with RSOs to determine new and revise existing ways that FFA involves RSOs in the event. Examples of this growth include a Talent Competition put on in collaboration with SPB and a Step Show in collaboration with Center for Fraternity and Sorority Life units.

In addition to direct efforts to reach out RSOs, FFA has partnered with university departments such as the Center for Fraternity and Sorority Life (CFSL) to deepen/further engagement with Greek lettered organizations

**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 - 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.

***FFA Strategic Initiative 2: 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:** Identify low or zero-cost programming for students earlier in the year.

*Status: Achieved*

We reviewed several vendors and obtained quotes to evaluate costs. We reviewed data (survey information, feedback received at tabling sessions, and debrief meetings) provided from stakeholders, and took steps to contract activities that were desired, had a low cost, and yielded positive feedback from our students, faculty, staff, and community.

**Action Step 2:** Garner interest for organization carnival booths early in the fall semester and encourage creativity for zero-cost activities for attendees.

*Status: Ongoing*

FFA garnered increased RSO interest in carnival booths through a social media marketing campaign. This is shown through our increase in collaborations with RSOS which was over 35. We will continue to work on providing effective marketing materials that broadcast to our students, faculty, staff, and community what available attractions, activities, shows, and performances we have available to them. FFA will continue to assist RSOs with program ideas and feedback to assist in limiting costs to the various organizations.

**Action Step 3:** Develop activation areas for potential sponsors. This creates more enticing opportunities for professional organizations and free activities for attendees.

*Status: Achieved*

FFA developed activation areas for sponsors to engage with Frontier Fiesta patrons. For example, one sponsor, Kind, distributed free nutritional KIND bars along with their “Acts of Kindness” wall where patrons were given roses, engaged with, and encouraged to take selfies. Another sponsor, Aspen apartments, provided shirts and promotional item bags to students that participated in a spin-to-win activity. Our corporate sponsors for the event were: Silver Eagle, Kind, TDECU, United, AT&T, SixUp, and Aspen.

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

**UH Strategic Goal 5 - National and Local Recognition:** UH will be known for its accomplishments locally and nationally.

***FFA Strategic Initiative 3: Create a development plan that enables Frontier Fiesta to identify and utilize more corporate sponsorships, and build tighter relationships with outside entities.***

**Action Step 1:** Create a list of activation areas for potential sponsors.

*Status: Achieved*

FFA developed activation areas for sponsors to engage with Frontier Fiesta patrons. For example, one sponsor, Kind, distributed free nutritional KIND bars along with their “Acts of Kindness”

wall where patrons were given roses, engaged with, and encouraged to take selfies. Another sponsor, Aspen apartments, provided shirts and promotional item bags to students that participated in a spin-to-win activity. Our corporate sponsors for the event were: Bud Light, Kind, TDECU, United, AT&T, SixUp, and Aspen.

**Action Step 2:** Create a targeted and personable approach in looking for potential sponsors to give FFA a better chance of acquiring and creating a long-lasting relationship with the Houston community.

*Status: Achieved*

FFA updated and revised the sponsorship packets and materials with input from University Advancement and additional University of Houston administrators. University Advancement provided feedback that enabled our sponsorship packet to be more competitive with our sponsorship rates and aesthetics. It now matches the expected quality appearance with benefit options that sponsors seek. The sponsorship packet is used to reach out to and provide local area businesses opportunities to sponsor and engage with students at Frontier Fiesta.

**Action Step 3:** Utilize University of Houston and Frontier Fiesta alumni as valuable resources in obtaining contacts that could assist with monetary support or ideas that will push the event to be larger and more appealing to students and the Houston community.

*Status: Achieved and Changed*

Engaged with the Frontier Fiesta Alumni Association (FFAA) as well as the University of Houston Alumni Association (UHAA) through monthly meetings pertaining to event programming and fiscal needs of Frontier Fiesta. In collaboration with the FFAA, UHAA and our sponsors, FFA raised over \$66,000 in donations. FFA will continue to seek out sponsorships and donations to expand on our event and develop a consistent pool of monetary donations.

**Action Step 4:** Identify new ways in which to draw potential sponsors (i.e. Family Fun Day sponsorships, specific area sponsorships, etc.)

*Status: Achieved and Ongoing*

FFA in collaboration with University Advancement and other stakeholders has continued to evaluate new ways to bring in and develop sponsors and funding opportunities for Frontier Fiesta. This past year one of our sponsors, Aspen, sponsored a ride at Frontier Fiesta and Silver Eagle corporation sponsored our main stage. FFA will continue to seek out sponsorships in all forms to help offset increasing event costs.

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

**DSAES Strategic Initiative 6:** Create and engage in strategic partnerships.

**UH Strategic Goal 6 – Resource Competitiveness:** UH will build a resource base that enables it to accomplish its mission and realize its vision.

**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.**

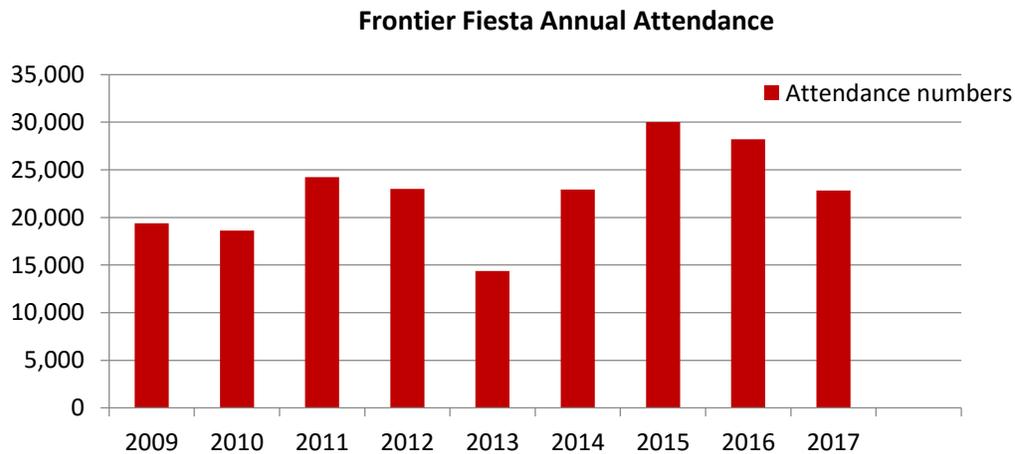
FFA distributed surveys, tracked attendance and hosted debrief meetings to evaluate its success in achieving the goals and action steps.

**Student Surveys**

In 2016, FFA encouraged survey participation by giving out free shirts at Weeks of Welcome events and tabling sessions. This survey pertained to what style of music genre and artist students would like to see at Frontier Fiesta, what they enjoyed about the event in the past, and how the event could be improved.

The survey received 474 respondents. Of the respondents, 47.64% have heard of Frontier Fiesta, but have not been before and only 7.45% have not heard of the event. Of the 44.91% that have attended, 39.70% liked the concert most from past events and 53.77% of the same group enjoyed carnival booths.

**Attendance**



In 2017, Frontier Fiesta was challenged with competing with the Houston Livestock Show and Rodeo that was pushed back to late March due to the NFL Superbowl hosted in Houston, February 2017. Having provided almost the exact number of attendees as 2014 with a more reliable counting system and with the challenge of competing with the Houston Rodeo, FFA believes future events in the same location will see larger audiences.

## **Debrief Meetings**

Following the event, FFA held debrief meetings with multiple organizations and departments that participated in Frontier Fiesta. Groups included, Frontier Fiesta Directors, Mentors, staff and student volunteers, UH Dining, Cook-Off Committee, Student Government Association, UH Alumni Association, and our on-site vendors. Continual implementation of this process, has provided FFA with constructive feedback detailing what went well, what did not, and how use that feedback to the advantage of the organization for future events. Examples of our feedback are attached in the appendix.

**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.**

Frontier Fiesta received \$225,062 in one-time funding for FY2017 for operational and productions expenses to accommodate the increase in the scale of the event. With these additional funds, FFA was able to create a new front for Lisa Sachs Hall (photo attached in appendix) which housed Frontier Fiesta historical information, apparel, and imagery that enabled everyone to see the past, present and future of the Frontier Fiesta tradition. The space was also used alongside the UH Alumni Tent and the City Hall front to host events like “Live at 5” hosted by the Center for Diversity and Inclusion (CDI) and the Urban Experience Program and Cultural Fiesta hosted by CDI and the LGBTQ Resource Center. The operational funds that went towards event execution allowed FFA to provide a safe, secure and quality event with a variety of activities for the UH campus community.

Frontier Fiesta paid \$32,444 to Parking and Transportation Service this past year for lots 20a, 20c, and 650 spaces in the East Parking Garage. Frontier Fiesta paid at a rate \$4 per spot per day not including weekends. The Transportation and Parking Advisory Committee requests FFA pay visitor rate with a 50% discount for University of Houston organizations, the visitor rate cost is \$10 per day, this upcoming year the cost will transition for \$12 a day. FFA has successfully negotiated down from \$10 per day in FY15 to \$5 per day in FY16 to \$4 per day this past year. SFAC has not approved the previous requests for parking and signage costs thus these fees have been paid through FFA’s SFAC base and Income accounts.

**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.).**

Frontier Fiesta is returning \$1,345 of SFAC funding which is below the \$5,000 threshold.

**7) Please list your unit's 2018-2019 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs and Enrollment Services Values and University of Houston Strategic Goals to which they relate. Larger units may wish to group responses by subprogram. Under each unit strategic initiative, please state the specific action steps (programs, activities, services, policies/procedures, etc.) that you intend to implement to accomplish your stated initiative.**

***FFA Strategic Initiative 1: Work towards being a more inclusive event by expanding our outreach, increasing cultural activities and partnerships, and engaging with campus partners.***

**Action Step 1:** Collaborate with the Center for Student Involvement (CSI), Center for Diversity and Inclusion (CDI) and Fee-Funded Leaders to determine better ways to get more students to participate in Frontier Fiesta events and activities.

**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 - 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.

***FFA Strategic Initiative 2: Increase the amount of programming and activities in Fiesta City while continuing to provide low to no cost for the patrons of Frontier Fiesta.***

**Action Step 1:** Work with vendors to get quotes and contract the programming attractions for the event, such as amusement rides and Family Fun Day activities. Consider alternative contract terms and funding agreements to provide low to no cost participation in these attractions.

**Action Step 2:** Contract out Carnival Booths to increase overall experience and provide RSOs a means of getting involved and attaining funds through varying forms of low to no cost programming.

**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: Continually update development plan that enables Frontier Fiesta to identify and utilize more sponsorships, and build tighter relationships with outside entities.***

**Action Step 1:** Maintain or renew existing sponsorship contracts

**Action Step 2:** Develop a list of potential sponsors including businesses from the Cougar 100 to increase the pool of available contacts

**Action Step 3:** Develop targeted and personable approaches in searching for potential sponsors, like performing in person meetings, door to door engagement, handwritten notes or promotional item bag/baskets. To give FFA a better chance of acquiring and creating a long-lasting relationship with the Houston community.

**Action Step 4:** Utilize University of Houston and Frontier Fiesta alumni to assist in obtaining contacts that could potentially become donors or sponsors.

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

**DSAES Strategic Initiative 6:** Create and engage in strategic partnerships.

**UH Strategic Goal 6 – Resource Competitiveness:** UH will build a resource base that enables it to accomplish its mission and realize its vision.

***FFA Strategic Initiative 4: Create, revise and implement training procedures, standard operating procedures, and position specific manuals for all roles on the Frontier Fiesta Association Board to ensure long term success of Frontier Fiesta.***

**Action Step 1:** Work with FFA Advisors and Mentors to determine the scope of training necessary for each position on the FFA Board. Using the information provided create training manuals to go along with our transition documentation.

**Action Step 2:** Update task tracker dates and action items, include the revised task tracker with all transition documentation.

**Action Step 3:** Create list of vendors contacted and vendors used to throughout the year to be provided in transition documentation

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

**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.**

In the event that a 5% \$8,663.00 reduction is to occur of already issued funds, Frontier Fiesta would be cutting funds to Marketing or Operations. Specific cuts would relate to either event size with reductions in physical fronts and to the overall layout of Frontier Fiesta or to the event shirts, signage, and newspapers. There is very limited room for decreases within our allocated base budget, hence the continued base augmentation requests that occur annually.

**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.**

Frontier Fiesta funding is unique in its size and scope compared to other student-fee based organizations. Being such a large event on campus, FFA is not able to operate without the support of a wide variety of funding sources. As a result, the organization annually reaches out for multiple sources of external funding. These sources of funding include alumni donations through our Committeemen Program, partial recuperation of costs from variety show and corporate sponsorships.

As a part of our efforts to engage the Houston community and enhance our programming efforts, the Frontier Fiesta Association seeks out corporate sponsorships. Our event attracts upwards of 20,000 attendees in a three-day period which offers the opportunity for corporations to receive significant publicity at the event. Opportunities for corporate sponsor logo placement at Frontier Fiesta includes event t-shirt, advertising in our official Gazette newspaper, as well as banners placed on the entrance of the event. Specific benefits of sponsorship are tiered based on the cash value of donations or in-kind gifts provided.

In addition to corporate sponsorships, FFA has the Frontier Fiesta Alumni Association that continues to strengthen ties with past Frontier Fiesta members and the current Frontier Fiesta team. The Frontier Fiesta Committeeman program consists of Frontier Fiesta alumni and friends. The program, in years past, has consisted of yearly and lifetime committeemen. Alumni provide donations throughout the year and participate in Frontier Fiesta activities.

Frontier Fiesta also collects site fees from Variety Shows to provide partial recuperation of costs i.e. (tents, stages, A/V, tables, chairs, etc.)

**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.**

There is no overlap with Frontier Fiesta and another unit.