

# STUDENT PROGRAM BOARD

SFAC FY19 Program Questionnaire

**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 fee-funded event planning and entertainment organization. SPB's mission is to enhance student life at the University of Houston (UH) and contribute to overall student development by creating inclusive programs that appeal to students socially, culturally, and intellectually. 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.

SPB's mission is accomplished by the variety of events that SPB holds throughout the year which cater to various student interests. Events such as Winter Wonderland, The Rocky Horror Picture Show, Out to Lunch Concert series and Coog Talks are some examples. SPB realizes the potential impact we may have on a student's college experience by providing various opportunities for student engagement and involvement for different types of students. For example, events such as Coog Talks and UH Got Talent focus on showcasing student talents and allow students the opportunity to share their talents outside of the classroom and engage with their fellow students. SPB also hopes to enhance the student experience by programming events of interest to students by asking for student input regarding programming. This is something that is especially used when it comes to our Scarlet Screen Cinema Series and deciding what movies we will be showing in the future and in all events when it comes to improving the event for students. Student input is also invaluable when choosing acts for large-scale concerts and aspects students may feel that SPB is lacking in with their events. SPB sees student input as an invaluable resource in order to further satisfy a diverse campus. SPB strives to make each year more memorable than the last for each student and endeavors to increase overall satisfaction with student life on campus. Through all of these opportunities, the organization seeks to instill pride in our students at the University of Houston.

With the engaging experience SPB provides, the organization contributes to students' overall commitment to the university, and furthermore, encourages students to persist in their college career and graduate. SPB does this by creating memories for students that are associated with the campus and provides them with experiences that allow students to take a step away from school work and enjoy their time at the University of Houston. Classes are an important aspect of a student's time in college but campus life is also necessary for a healthy and complete student experience. SPB looks to continually enhance the environment of campus life through our programming, which is an important factor of student success. Students who get involved in campus have been known to graduate on time, as well as having a connection to the University, which leads to more involved alumni. An area SPB engages its own alumni is for judging events such as Mr UH, UH Got Talent and EDC Fest, and University alumni attend events such as Winter Wonderland with families.

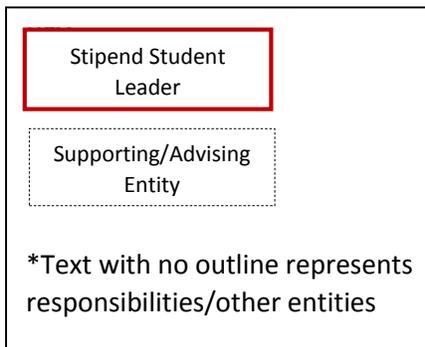
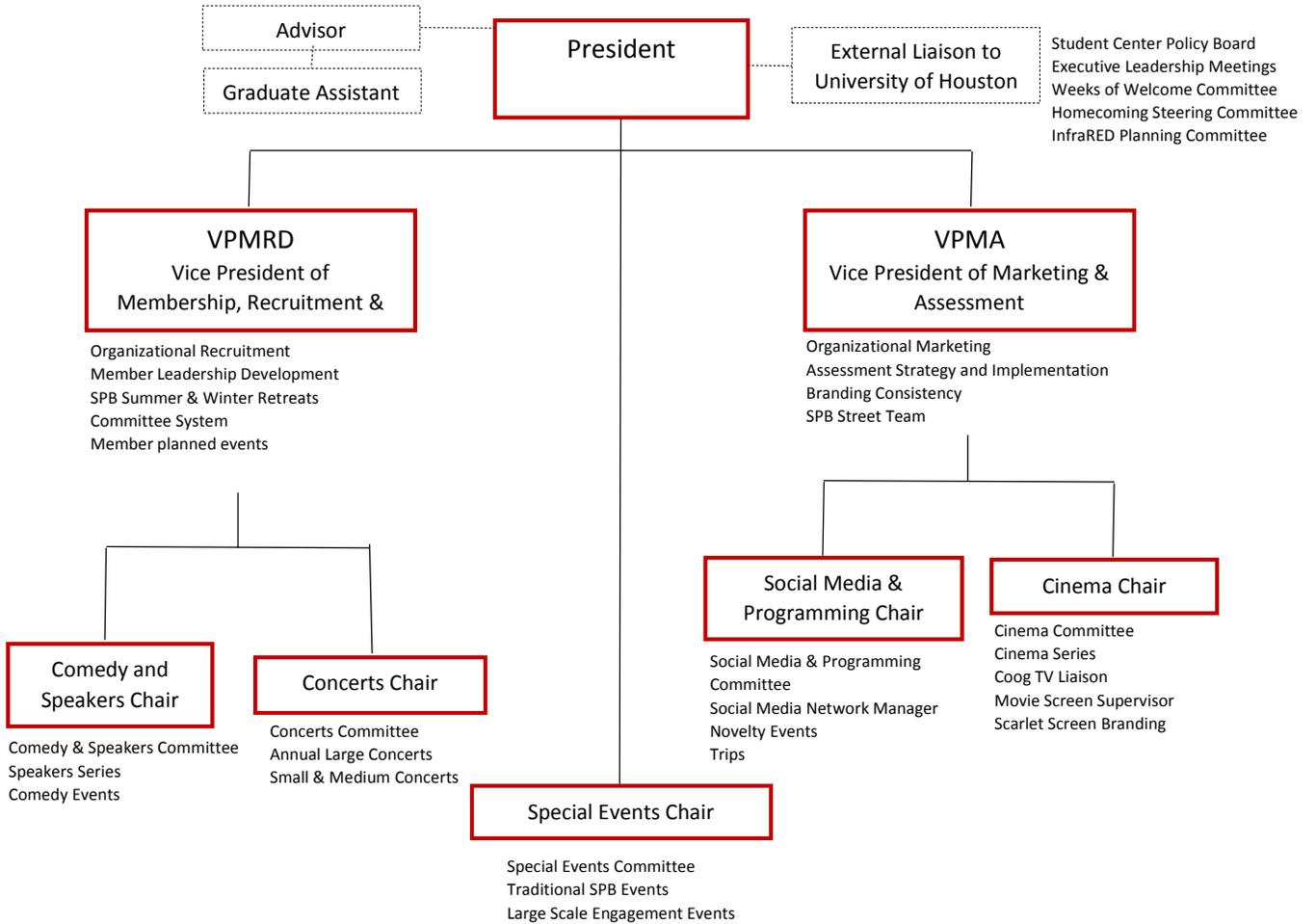
The student fee dollars allocated by SFAC directly impact the quality of our organization and programs. SPB will continue to strive for growth as a Tier One organization, by putting students first. SPB is requesting additional funding in order to meet the needs of an increasing student body by providing larger events as well as more variety in the types of events. The funding will be used to build up current events as well as create new ones that will attract more students and create greater memories. The funding will also be used to make up for the unexpected loss of funding from other areas such as Coca Cola Auxiliary Services cinema funding. It is SPB's goal to provide SFAC with the information necessary to support our large goals and aspirations not only for the future of our organization, but for the future of the University of Houston's overall collegiate experience for students.

**Ezequiel Mendez**  
*President*

**Michelle Benjamin**  
*VP of Membership*

**Davis Darusman**  
*VP of 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, advisor, etc.), note this on your chart. Student employees should be cited on the chart and identified as students.



**Student Program Board  
2017-2018 Organizational Chart**

**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. 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.**

*DSAES Strategic Initiative 4.c: Establish and implement a series of reporting procedures for the purpose of demonstrating measurable outcomes and data to demonstrate a collective contribution to student success.*

*DSAES Strategic Initiative 5.c: Develop a comprehensive and integrated communications plan to increase awareness and understanding among the Division, the campus community and the surrounding environments about who we are, what we do, and who we serve.*

**SPB Strategic Initiative 1: Develop a comprehensive marketing and assessment plan to increase student engagement and overall presence of SPB on campus.**

Action Step 1: Partner with Commuter Student Services to establish a plan for increased marketing and awareness of our organization and events to commuter students.

- Status: Ongoing – We have been in contact with the Commuter Student Services and have reached out to the commuter student population through the Commuter Student Kickoff.

Action Step 2: Collaborate with the Center for Diversity and Inclusion to create marketing tactics that captures the attention of a diverse group of students.

- Status: Ongoing – We have been in contact with the Center for Diversity and Inclusion and have worked with them to push marketing for individual events through social media and marketing in our respective offices. We are planning on utilizing our incoming CDI Liaison to further enhance and diversify our events.

Action Step 3: Maintain and revise event assessment procedures within the SPB event planning system.

- Status: Achieved – At the beginning of FY 17, SPB updated the forms necessary for chairs to coordinate each event, from the proposal stage up until the evaluation stage. These forms included a comprehensive checklist as well as a post-event assessment complete with survey answers for future chairs to improve upon.

Action Step 4: Increase total number of student responses for survey and assessment by collecting feedback from at least 10% attendees from each event.

- Status: Not Achieved – SPB was not able to record 10% of student responses but of the 46 events that SPB hosted and provided surveys for at the end of these events, it was calculated that 21% total of all attendees completed a post-event assessment to provide general feedback.

*DSAES Strategic Initiative 1.f: Develop new service learning initiatives that create opportunities for self-discovery and application of academic disciplines for students.*

**SPB Strategic Initiative 2: Continue to strengthen our collaborative relationships with UH departments and organizations.**

Action Step 1: Increase educational programming through collaborative efforts with UH colleges and departments.

- Status: Ongoing – SPB has been reaching out to colleges and professors for events such as CoogTalks in order to get an Alumni or Professors perspective on topics that students may be interested in.

Action Step 2: Enhance communication and participation with Registered Student Organizations.

- Status: Ongoing – SPB has been reaching out directly to RSOs by going out into the Carrel Spaces and talking face to face with Organizations as well as emails and seeking out specific organizations for events.

Action Step 3: Seek out a minimum of 20 collaborative events over the year.

- Status: Achieved – SPB ended the year with more than 40 collaborations with different organizations as well as multiple events with the same organization.

*DSAES Strategic Initiative 2.b: Execute an effective operating plan of existing fiscal, human, technological and facility resources in support of student success.*

*DSAES Strategic Initiative 6.c: Partner with the Division of University Advancement and the Alumni Association to nurture an alumni base to support the Division's initiatives*

**SPB 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.**

Action Step 1: Create and modify events such as Winter Wonderland and Mr. UH to also attract UH Alumni and their families.

- Status: Ongoing – SPB has reached out to news stations and to our own alumni in order to attract alumni with families to come out to our more family friendly events, while also modifying rules for snow areas in order to make them more accessible for children. We have also included the use of alumni judges for events such as Mr. UH, UH Got Talent and EDC Fest.

Action Step 2: Join forces with UH graduate departments to increase graduate student engagement.

- Status: Not Achieved – SPB reached out to different graduate organizations in order to gain a perspective on graduate students and how to make events more attractive to them. One such instance was working with the Graduate Indian Student Organization for Holi a cultural event held in the Spring.

***DSAES Strategic Initiative 1.c: Create a greater variety of student involvement initiatives that focus on the development of a vibrant campus life, including expanded evening and weekend programs.***

***DSAES Strategic Initiative 2.b: Execute an effective operating plan of existing fiscal, human, technological and facility resources in support of student success.***

***DSAES Strategic Initiative 4.c: Establish and implement a series of reporting procedures for the purpose of demonstrating measurable outcomes and data to demonstrate a collective contribution to student success***

**SPB Strategic Initiative 4: Foster sustainable leadership development of SPB board and members.**

Action Step 1: Establish and implement a mentorship system that utilizes experienced members to help advise new members.

- Status: Changed – We began the year with the idea of a mentorship system, in paired groups, but later realized that a more comprehensive membership program would better serve our member’s leadership development. Therefore, we have implemented a new Membership system this year, which will facilitate upward movement from general members to officers to potential involvement as board members. This is not the typical paired mentorship system but will work to teach several members the inner works of the position. We are making a move to increase professional development skills and interpersonal skills in general meetings, which will take more experienced members giving advice and tips to newer members.

Action Step 2: Conduct reviews each semester of membership development and make improvements as needed.

- Status: Ongoing – Reviews were not conducted last year, however we have begun the new year with a more comprehensive membership plan which will include the Winter Retreat as a checkpoint in member progress and satisfaction. We will use that time to see what areas members would request to become more experienced in as well as the areas where they feel comfortable and proficient.

Action Step 3: Facilitate trainings for board and members to enhance progression towards their endeavors within the organization, campus-wide, and future career development.

- Status: Ongoing - We have trainings as well as leadership development during retreat and general meetings, which benefits both the members and the board. SOLAR, SOLD and XLR are all required for the board to continually increase their skill set and to reach out to other on campus groups to increase the quality and breadth of their events.

Action Step 4: Provide resources to cultivate a leadership development program in order to transition committee members into committee chairs and/or executives.

- Status: Achieved - Currently 100% of Chairs and Executives for this year were either general members or on the board for the previous year.
- SPB provides an Event Planning competition and a committee-planned event in the Spring semester which challenges members to create and eventually execute an event that they completely come up with on their own. They utilize their knowledge from the first semester in order to put on a great event with only a little help from the board members.

Action Step 5: Maintain and revise membership system, if necessary.

- Status: Achieved - SPB has made and implemented a modified membership system. The improved system will more closely allocate points based on all forms of participation and delegate rewards accordingly. These changes hope to retain members throughout the year, rather than just through one semester.

***DSAES Strategic Initiative 6.c: Partner with the Division of University Advancement and the Alumni Association to nurture an alumni base to support the Division’s initiatives***

**SPB Strategic Initiative 5: Discover avenues to support budget maximization and connect with the Houston community.**

Action Step 1: Explore different collaborative opportunities with UH department and organizations to help minimize costs for events.

- Status: Achieved - Through large-scaled events such as Winter Wonderland and HoustonFest as well as smaller events, SPB was able to collaborate with more than two new departments and organizations in the fall and spring semesters. These groups included Uncommon Colors and Counseling and Psychological Services in the fall semester, as well as the Venezuelan Student Union and the Sexuality and Gender Acceptance Squad in the Spring among others.

Action Step 2: Starting with Winter Wonderland, work with University Advancement to develop and implement a system to acquire event sponsorship.

- Status: Ongoing – SPB has started communications with a nationally recognized campus-sponsorship provider in order to find sponsors for large-scale events. SPB has been unable to initiate contact with University Advancement due to a vacant position in their office.

Action Step 3: Expand opportunity for event sponsorship by connecting with local Houston companies

- Status: Achieved - Through Houston-centric events such as HoustonFest in the Spring, SPB was able to collaborate with numerous brand new organizations from the Houston area. These organizations included the Houston Aquarium, Cougar Byte, Houston Rockets and Kemah Boardwalk.

*DSAES Strategic Initiative 5.c: Develop a comprehensive and integrated communications plan to increase awareness and understanding among the Division, the campus community and the surrounding environments about who we are, what we do, and who we serve.*

**SPB Strategic Goal 6: Increase the visibility within affiliated professional organizations to be a nationally recognized programming board.**

Action Step 1: Submit events and aspects of organizations to NACA regionals, nationals, and ACUI competitions.

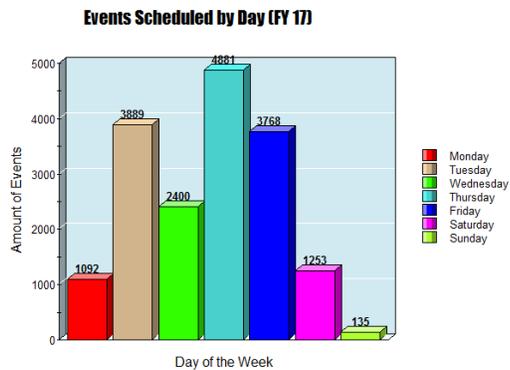
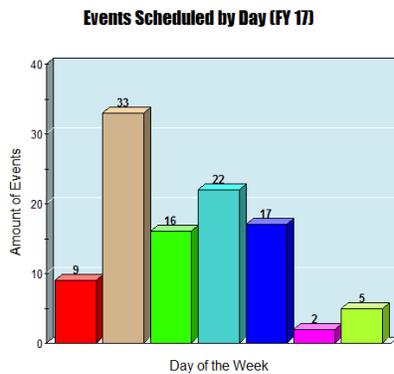
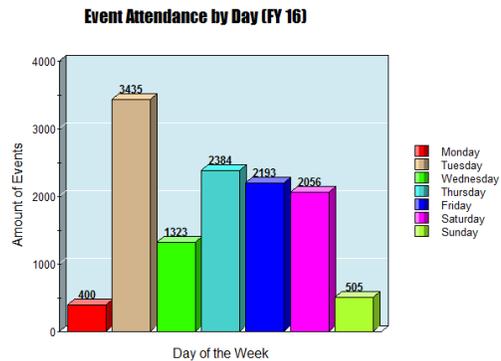
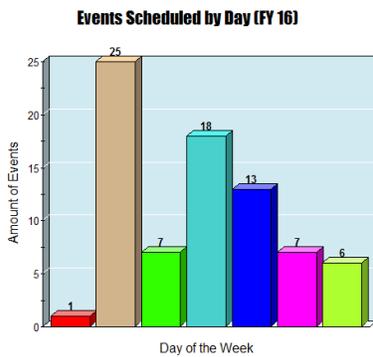
- Status: Achieved - SPB has submitted past events and website to NACA Regional and National awards including Winter Wonderland and Scarlet Screen Cinema Series. SPB was awarded Outstanding Program Series for the Scarlet Screen Cinema Series in the Fall 2016 Regional NACA Awards.

**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.**

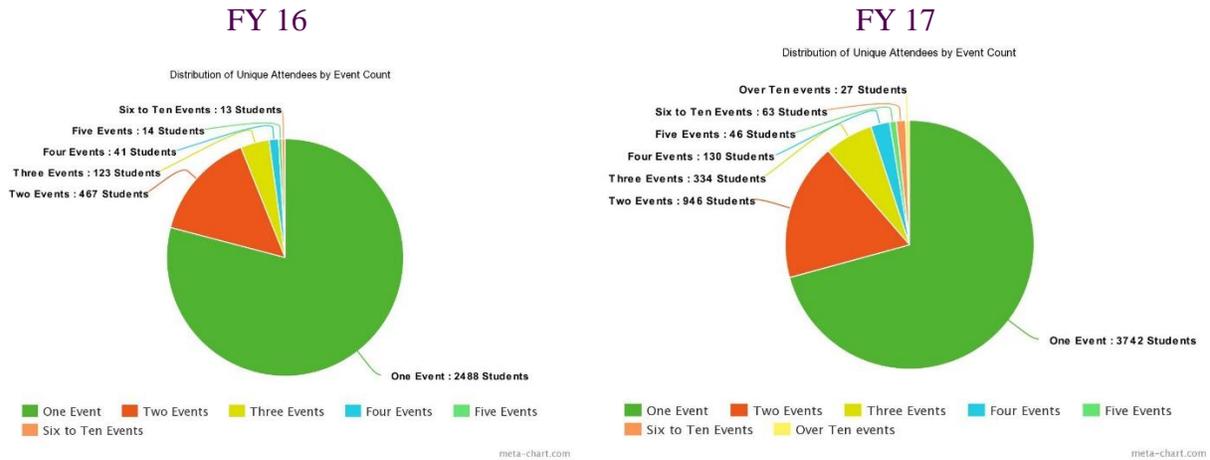
During the 2016-17 fiscal year, SPB coordinated 102 free events on campus for the UH community. After a majority of each SPB hosted event, we allowed participants to submit a quick survey displayed and distributed on iPads and laptops that would ask concise questions on how to improve the event they just attended. Questions ranged from how they prefer to be notified about events, when the best times for them to attend events are, and more specific questions to determine how to make each event tailored for the students.

After examining the surveys and assessments provided at each participating event, we have found that an average of 21% of the total attendance filled out a survey. While we may have been unable to gauge feedback from every student who was able to participate, we have been able to adjust how we program our events based off of how these participants completed the surveys. SPB requires all five committee chairs to create and distribute assessments to gauge how a participant felt about their overall experience.

At the beginning of the Fall 2016 semester, we had gone over surveys and assessments from the year prior and found a majority of students stating that Tuesdays through Thursdays are the best days for them to attend events. SPB adjusted our timeline to accommodate the majority. During FY17, 68% of the events SPB coordinated took place on a Tuesday, Wednesday, or Thursday. Because of these adjustments, we've seen a higher attendance and amount of events on these three days than FY 16.



Our assessments went past the dates, and looked into the time as well. When we found a majority of students stating that afternoon events are the best times for them to attend, we also adjusted accordingly. Last semester, 74% of our events took place in the afternoon, between the hours of 12:00pm and 6:00pm.



In doing these assessments, we've also calculated that the amount of unique attendees in FY 17 has drastically increased from the amount of unique attendees in FY 16 all throughout, whether they're just attending one event or even more than ten events. These findings have been calculated from individual swipe data from the Get Involved platform for every SPB event that had swiping stations as opposed to the traditional hand-held clickers. As indicated in the graph above, we've seen a 134% increase in unique attendees who have been to more than one event in FY 17.

What we provide for the students, when we reach out to the students, and even how we market to the students are all shaped in our organizations simply by asking them the questions and listening to their answers.

**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.**

SPB experienced a budget change since last fiscal year. SPB lost outside funding in the amount of \$9,400 from Auxiliary services and Coca-Cola due to budget cuts. SPB adjusted to this change in budget by limiting the number of movie rights purchased which has affected the number of students that we are able to serve.

**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.).**

SPB did not conclude FY2017 with a reserve in excess of \$5,000

**FY2017 Fund Equity: \$4,611.91**

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.

**SPB Strategic Initiative 1: Enhance the impact collaborative relationships with UH departments and organizations have on co-sponsored events.**

Action Step 1: Increase the amount of collaborations in which the collaborators have a direct effect on the event's planning and/or execution.

Action Step 2: Enhance relationships with existing partners in order to increase attendance and student satisfaction at signature events.

*DSAES Strategic Initiative 1.b: Establish supportive and advocacy based programs and services for commuter, transfer, adult, non-traditional and graduate students.*

*DSAES Strategic Initiative 5.c: Develop a comprehensive and integrated communications plan to increase awareness and understanding among the Division, the campus community and the surrounding environments about who we are, what we do, and who we serve.*

**SPB Strategic Initiative 2: Develop a comprehensive strategic plan in order to increase the number of unique attendees at SPB events.**

Action Step 1: Improve the effectiveness of SPB marketing in order to increase the attendance at events.

Action Step 2: Reach out to currently underutilized departments and organizations in order program events that would attract a more diverse student population

Action Step 3: Assess student interest by creating an open environment for suggestions on new programs.

Action Step 4: Collect student attendance information such as demographics at the end of each semester and comparing it to see the difference of attendance. This will be done in order to see if we are reaching new people with our events or not attracting new attendees.

*DSAES Strategic Initiative 1.d: Establish supportive and advocacy based programs and services for commuter, transfer, adult, non-traditional and graduate students.*

*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.*

*DSAES Strategic Initiative 4.c: Establish and implement a series of reporting procedures for the purpose of demonstrating measurable outcomes and data to demonstrate a collective contribution to student success.*

**SPB Strategic Initiative 3: Utilize the SPB budget in a more fiscally responsible and conservative manner.**

Action Step 1: Reach out for more co-sponsorships to provide an enhanced experience in order to minimize costs as well as bring in an aspect to the event that would otherwise not have been possible.

Action Step 2: Maintain a low cost per student while upholding high quality standards.

Action Step 3: Better utilize campus resources such as existing departments and organization members in order to reduce internal costs.

Action Step 4: Publish and distribute a sponsorship packet in order to attract potential sponsors.

*DSAES Strategic Initiative 2.d: Create and implement a division-wide advancement and fundraising program in partnership with the Division of University Advancement.*

**SPB Strategic Initiative 4: Strengthen organizational structure by further developing the committee system.**

Action Step 1: Delegate more responsibility to officers and committee members.

Action Step 2: Establish and define officer roles to better support organizational needs as seen by Chairs by having set officer positions for all Chairs as well as set responsibilities for those specific officers.

Action Step 3: Empower board members to effectively lead their committees, foster a community, and enhance committee output through leadership development and trainings.

*DSAES Strategic Initiative 2.b: Execute an effective operating plan of existing fiscal, human, technological and facility resources in support of student success.*

**SPB Strategic Initiative 5: Increase member retention from semester to semester.**

Action Step 1: Utilize a comprehensive membership plan to incentivize participation with point tracking and rewards.

Action Step 2: Create an environment that encourages involvement in event planning by empowering members and officers to be more involved in the process of event planning.

Action Step 3: Conduct reviews each semester of membership development and make improvements as needed.

*DSAES Strategic Initiative 2.b: Execute an effective operating plan of existing fiscal, human, technological and facility resources in support of student success.*

*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.*

**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.**

A 5% cut in our budget would be equal to \$8,029.55. With this size of a cut in our budget we would eliminate and downsize two of our major events, Winter Wonderland and SpringFest. SPB would cut \$4,000+ from each of these events. In regards to Winter Wonderland, this would lower the amount of snow we could bring in. At the current quote we receive from our snow vendor this would result in a loss of 35,040lbs of the 120,000lbs that we currently purchase or in simple terms a nearly 1/3 cut. Winter Wonderland receives an attendance of approximately 2,500 students in addition to alumni and their families, so this cut would most likely negatively affect our attendance and the number of students that we would be able to serve. As for SpringFest, we would have to cut down on items and expenditures such as food and performers as well as promotional items for students to take with them. SpringFest is our signature spring event, which over the years we have been trying to make bigger and better. Attendance has grown the past three years from 227 attendees in FY15, 400 attendees in FY16, to 819 attendees in FY17. This is an event we hope continues to expand and grow. Last year, the event was expanded to three locations on campus in order to reach more students.

**Winter Wonderland**

<b>40lb Bag Cocktail Ice for Snow</b>	<b>Quantity: 875</b>	<b>Rate: \$4.60</b>	<b>Total: \$4,025.00</b>
<b>Subtotal:</b>			<b>\$4,025.00</b>

**SpringFest**

<b>SpringFest Shirts</b>	<b>Quantity: 494</b>	<b>Rate: \$4.05</b>	<b>Total: \$2,000.70</b>
<b>SpringFest Food Item</b>	<b>Quantity: 342</b>	<b>Rate: \$2.94</b>	<b>Total: \$1,005.48</b>
<b>SpringFest Performer: Soul Creatures</b>	<b>Quantity: 1</b>	<b>Rate: \$600.00</b>	<b>Total: \$600.00</b>
<b>SpringFest Performer: T-Shawn</b>	<b>Quantity: 1</b>	<b>Rate: \$400.00</b>	<b>Total: \$400.00</b>
<b>Subtotal:</b>			<b>\$4,006.18</b>

<b>Total:</b>			<b>\$8,031.18</b>
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**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 Student Program Board believes the funding sources below greatly allow for better opportunities to plan more events by contributing to our overall programming expenses. SPB has and will continue to explore new ways to stretch our budget, while providing the highest quality events for the student population on the University of Houston campus.

1. Through SPB Cinema, we have partnered with several marketing and movie distribution companies including Allied THA, Fox Entertainment, NBC Universal, Moroch, and Cross Culture Marketing Group. These companies provide free advanced screening of movies for students before they are released to the general public. We work with these companies to show these movies on campus, while they provide an encoded DCP copy of the film, payment for reservation, marketing, and security. SPB will continue to search for new opportunities to premiere movies with the success of past showings including *Neighbors*, *The Visit*, and *Get Out*. We also premiered *Happy Death Day* this fall semester and are looking for other opportunities for this spring.
2. SPB also utilizes collaboration through several other fee-funded organizations including Coog TV (Stuff-A-Bear), CCA (Holi), Coog Radio (Tweet and Greet), Frontier Fiesta (UH Got Talent and The Magnificent Seven), Homecoming (Nico & Vinz, HC Concert 2017), and SGA (Rock The Vote).
3. SPB also looks towards departments for collaboration such as Center for Diversity and Inclusion (Girls Rock), the Campus Recreation and Wellness Center (Wellness Waves), Center for Student Involvement (InfraRED Nights) and Women's Gender Resource Center (Take Back The Night).

**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 currently no overlap with other organizations.