



# COUNCIL FOR CULTURAL ACTIVITIES

SFAC FY20

Iram Fatima, Director  
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# Mission

The Council for Cultural Activities is a student fee-funded organization that promotes cultural awareness, diversity and inclusion at the University of Houston by hosting and supporting cultural and diversity-related registered student organizations and events on campus.

# What



# How



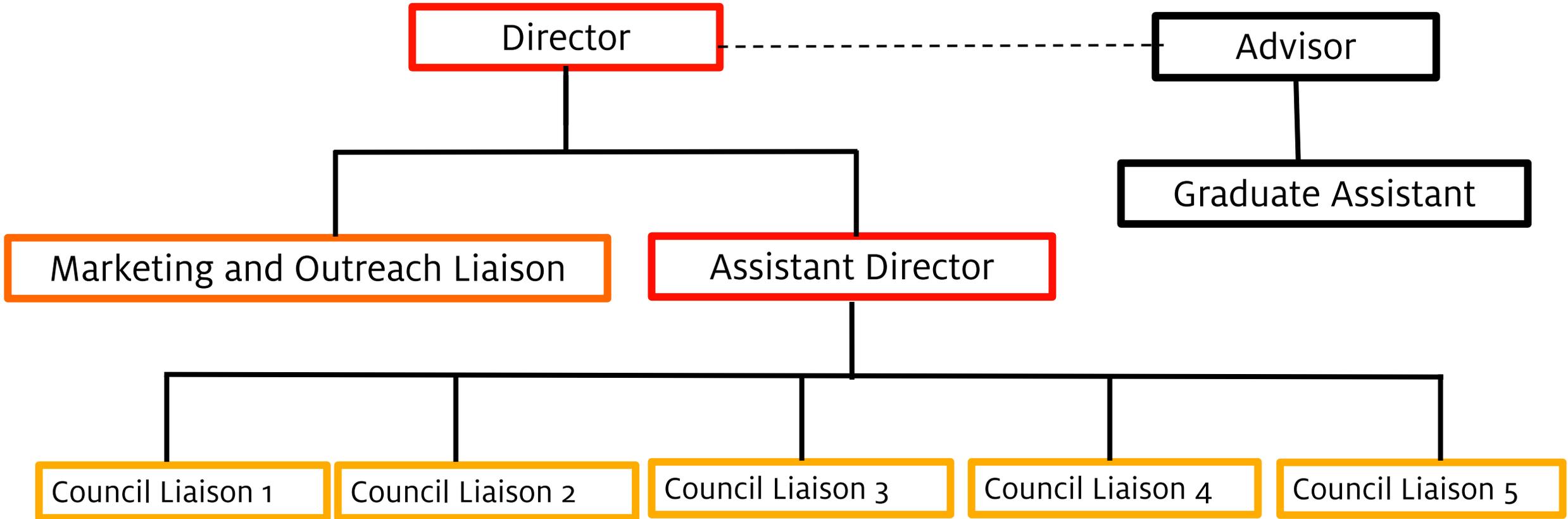
# Why

Umbrella  
Organization, Provide  
Co-Sponsorship  
Opportunities  
Connect RSOs,  
Signature Events

Council Liaisons,  
Free access to  
Equipment, and  
Campus Connections

Promotes cultural  
awareness, diversity,  
and inclusion at the  
University of Houston

# Organization Structure



# DSAES Strategic Initiatives

## Student Success

Strategic Initiative 1: *Champion exceptional opportunities and services to support all UH students*

SS5: *Enrich the sense of connection, belonging, and shared UH identity among all students.*

## Resources

Strategic Initiative 3: *Evaluate, actively pursue, and leverage resources to enhance the UH experience.*

R3: *Leverage and adapt resources in innovative ways to increase effective utilization.*

# UH Strategic Initiatives

## 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.*

*CCA empowers students to celebrate their culture to ensure an environment that promotes student success.*

# Our Success

100% Board Retention



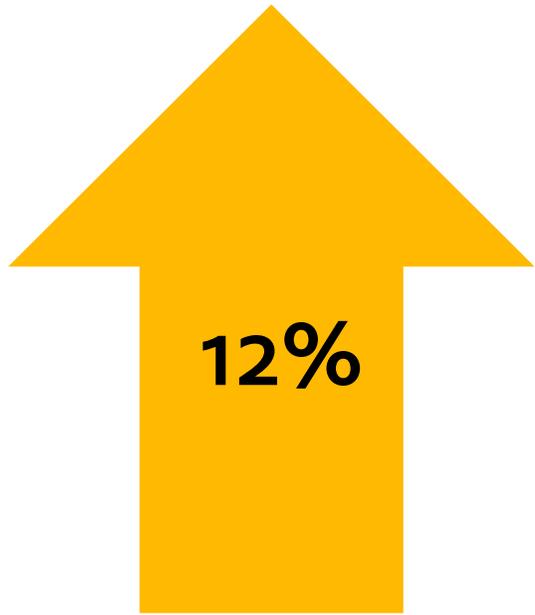
Award Winning Programming

Professional Development



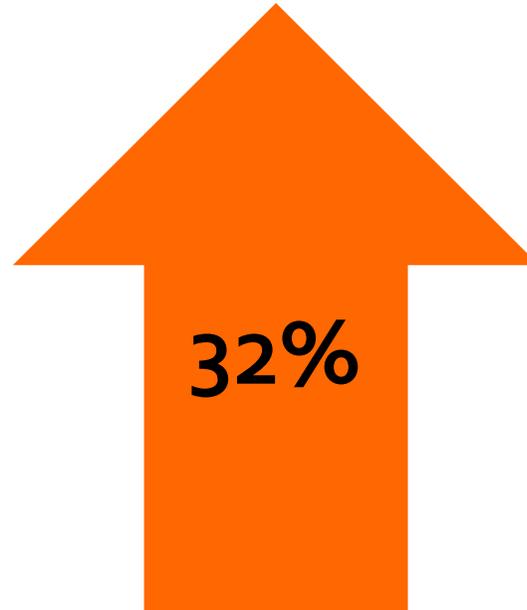
# Progress

FY17 to FY18



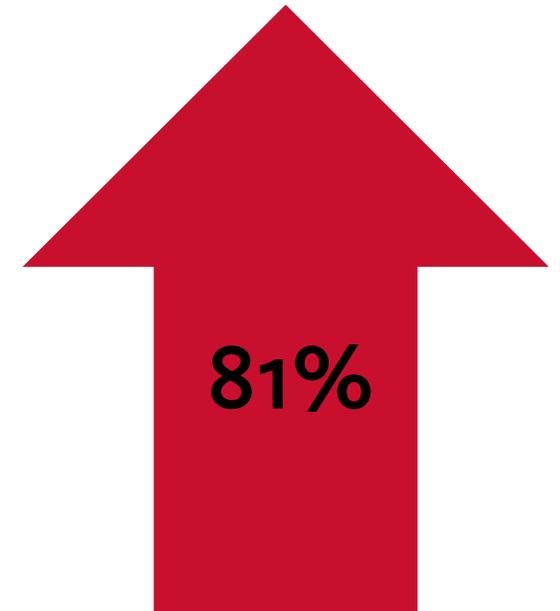
1466 to 1647

Instagram Followers



25 to 33

Member  
Organizations



26 to 47

Co-Sponsorships

# Member Organizations

- Alpha Kappa Delta Phi
- Bangladeshi Students Association
- Baptist Student Ministry
- Black Student Union at UH
- Caribbean Students Organization
- Dhun A Cappella
- Egyptian Student Association
- Gamma Rho Lambda
- Graduate Indian Students Organization
- Hallyu Club
- Houston Jannat
- Indian Students Association
- International Students Organization
- Iranian Community at University of Houston
- Muslim Students Association
- Nigerian Student Association
- Pakistan Student Association
- Roarin' Raas
- Students for Justice in Palestine
- UH Vietnamese Student Association
- Urdu Baithak
- African Student Union
- American Sign Language Society
- Friends of Haiti
- Graduate Association of Pakistani Students UH
- Hindu Yuva
- Mexico at University of Houston
- Multicultural Greek Council
- Nepalese Students Association
- Pratham @ UH
- Students of East Africa
- Student Veterans of America at UH
- Venezuelan Student Union

# Progress

- Continue branding and marketing
- Marketing and Outreach Liaison



CCA Signature Event

# Cultural Taste of Houston



CCA Signature Event

# Cultural Explosion



CCA Signature Event

# Cultural Marketplace

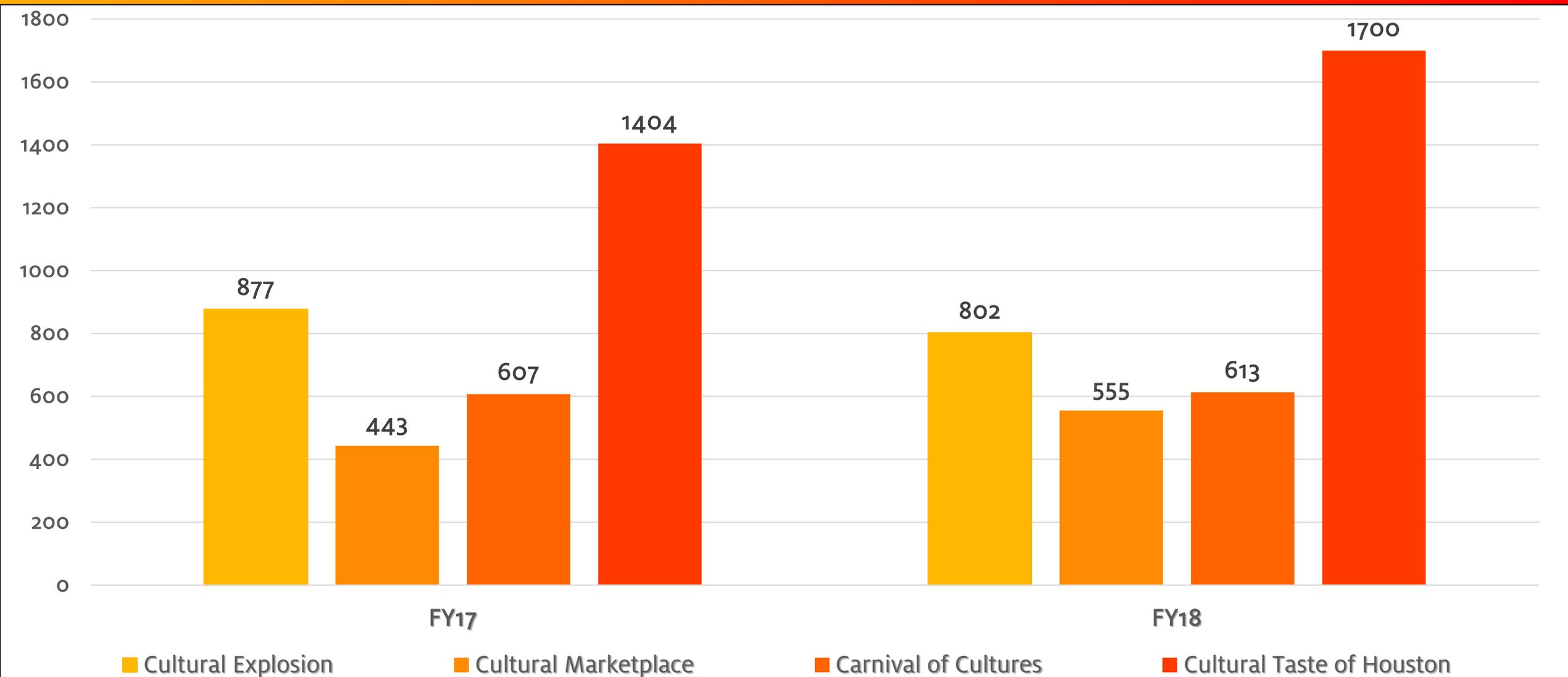


CCA Signature Event

# Carnival of Cultures



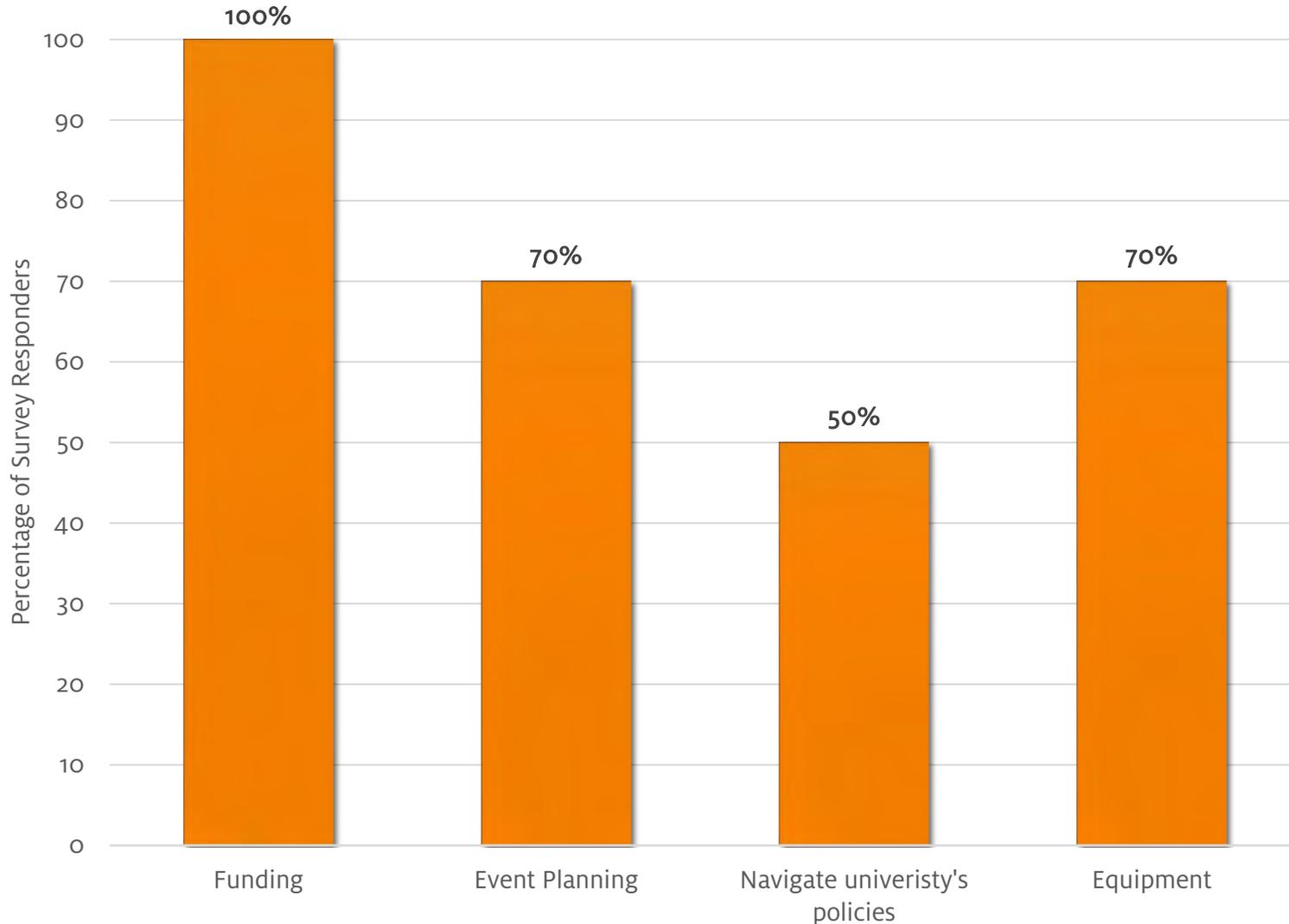
# Signature Event Attendance



# Value to Campus



# Value to Campus



**CCA is a resource to RSOs on campus in many ways:**

- Financial Assistance
- Event Planning
- Help navigate & understand University's policies
- Free Equipment Access

# Challenges

Definition of  
Culture

RSOs and  
Business Services  
Operations

Expanding  
Reach

Brand  
Recognition

# FY19 SFAC Recommendations

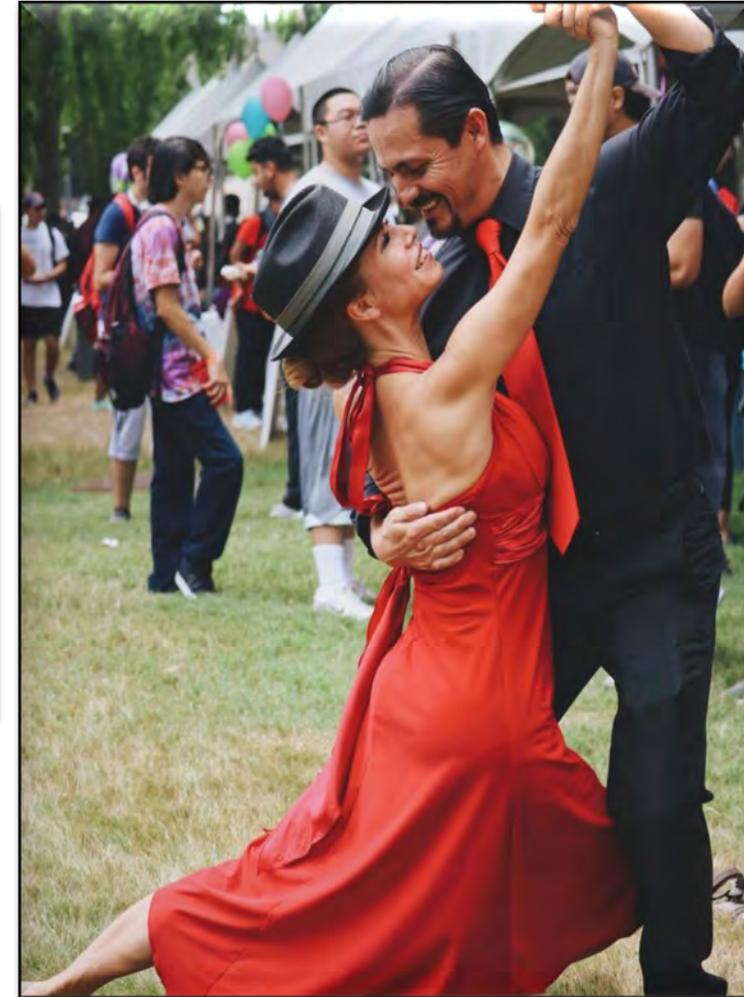
**“We want to see the future successes of the Cultural Taste of Houston before committing to a long-term investment in the program. We encourage you to pursue cost-saving measures wherever possible.”**

- SFAC FY19 Recommendation

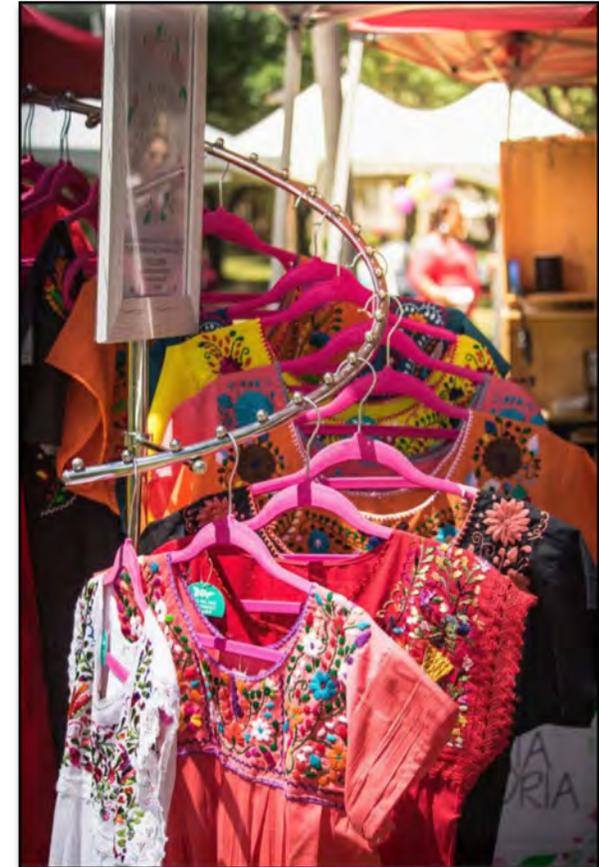
# Cultural Taste - Food



# Cultural Taste - Performances



# Cultural Taste - Local Vendors



# FY19 SFAC Recommendations

“We want to see the future successes of the Cultural Taste of Houston before committing to a long-term investment in the program. We encourage you to pursue cost-saving measures wherever possible.”

- SFAC FY19 Recommendation

Cultural Taste of Houston	Year one	Year two
Restaurants	12	17
Vendors	2	5
Performers	3	3
Campus Partners	4	6
Attendance	1404	1700

# Unit Requests

CULTURAL TASTE OF  
HOUSTON -\$38,386.55

- FY19 ONE TIME
- FY20 BASE OR FY20 ONE TIME



# Justification

## Funding Request

Restaurant vendors (20 vendors @ \$1000 each)	\$20,000.00
Food serving supplies	\$1,000.00
T-shirts for giveaway (1200 purchased)	\$4,843.00
Tents for vendors	\$11,500.00
Marketing (ongoing throughout the WOW event plan)	\$1,173.50
Security	\$144.00
Traditional Performer vendors	\$2,710.00
Ticket printing cost	\$503.60
6% Administration Fee	\$2,512.37
<b>Total Expenses</b>	<b>\$44,386.55</b>
Student purchases (\$1/ticket, 2000 students @ \$3 avg. purchase)	(-\$6,000.00)

**Total**

**\$38,386.55**

