

UNIVERSITY OF HOUSTON
HOMECOMING
BOARD

SFAC FY2020

Chair: Mayra Castillo
Vice Chair: Jesus Garza

GO BIG & COME

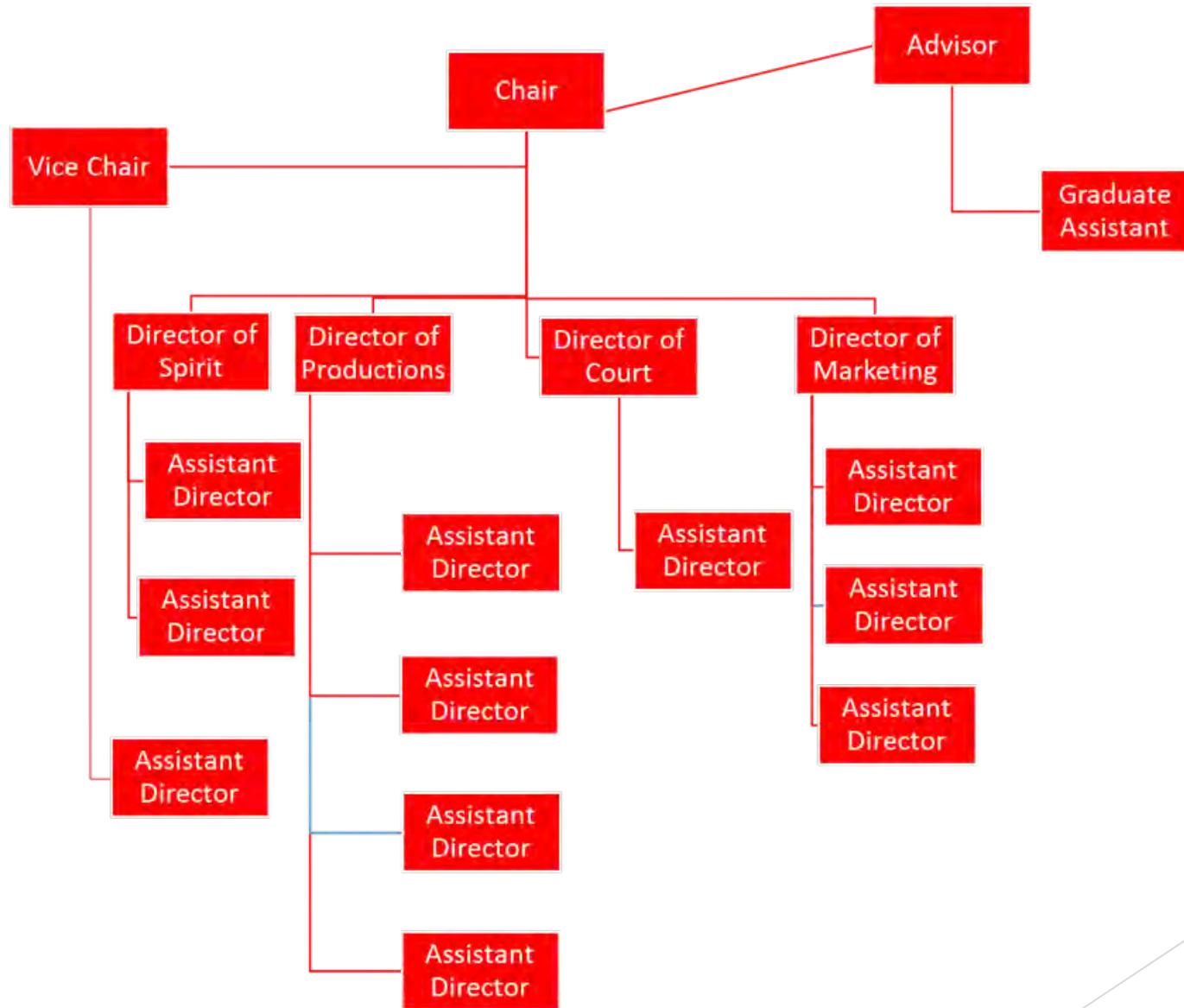
HOME



**UNIVERSITY OF HOUSTON
HOMECOMING 2018**

Our Mission

The Homecoming Board will provide effective management, constructive program implementation, and worthwhile service for the community in order to develop quality, educational, and entertaining programs that enhance student life at the University of Houston during Homecoming Week.



Relationship to DSAES Strategic Initiatives & UH Goals

Student Success #1: Engage all students to intentionally develop leadership qualities, critical thinking and communication skills, diversity competencies, and personal growth.

Student Success #4: Enhance assessment of student success by defining measures at the departmental and divisional level with focus on the impact of our programs and services.

Strengthen staff connections within the division, both professionally and personally

Student Success #5: Enrich the sense of connection, belonging, and shared UH identity among all students.

Partnerships 5: Promote alumni engagement and support for division initiatives in cooperation with Advancement.

UH Goals

Strategic Goal #2: 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.

Accomplishments

Homecoming SCHEDULE

**MONDAY
OCT 30** **KICK-OFF PEP RALLY/BLOCK PARTY with RHA**
Student Center Plaza 7-10 PM
This event will include everything from Houston themed activities to a special announcement of our 2017 Court!

**TUESDAY
OCT 31** **CAN-STRUCTION! with MVP**
Student Center Plaza 11 AM-2 PM
Each Spirit Cup team will make a sculpture out of canned goods, plus special activities for students!

STRUT YOUR STUFF
Houston Room 7-10 PM
Spirit teams will showcase our theme through sketches, step shows, or performances.

**WEDNESDAY
NOV 01** **RISE AND SHINE**
Cullen Performance Hall, Circle Drive 7-9 AM
Breakfast for our students, as well as a surprise that will "blow you away!"

WAY BACK WEDNESDAY with SPB
Student Center Circle Drive 11:30 AM-1:30 PM
With throwback performances and activities, students will be able to take a trip down memory lane.

BED RACES
TDECU Stadium 7-10 PM
Come experience Homecoming's newest tradition and watch Spirit Cup teams race a bed to get the fastest time of the night!

**THURSDAY
NOV 02** **HOMECOMING FIESTA with FRONTIER FIESTA**
Lynn Eusan Park 5-7 PM
Come out to get a taste of Frontier Fiesta and celebrate two campus traditions!

HOMECOMING CONCERT with SPB
Lynn Eusan Park Gates open at 7 PM
Concert starts at 8 PM
A free outdoor concert and a chance to dance the night away!

**FRIDAY
NOV 03** **ROCK THE CAMPUS with MVP**
Lynn Eusan Park 9 AM-12 PM
Students will spread across campus and work on several service based activities.

TRIP TO HOUSTON
Lynn Eusan Park 7-10 PM
Students can experience Houston's iconic districts, without ever leaving campus! Join us one last time as we take you around the city and create a memorable night!

**SATURDAY
NOV 04** **UH v. EAST CAROLINA UNIVERSITY HOMECOMING FOOTBALL GAME**
TDECU Stadium TBA
Our football team will take to the field to play against East Carolina University end the week!



Event	Attendance
Kick Off Pep Rally w RHA	507
CAN-Struction	565
Strut Your Stuff	442
Wayback Wednesday	296
Bed Races	212
Homecoming Fiesta	761
Rock the Campus	331
Trip to Houston	506



Kick-Off Pep-Rally



Can-Struction



Strut Your Stuff



Wayback Wednesday





Bed Races

Homecoming Fiesta



Homecoming Concert ft. Slim Thug and Mike Jones



Rock The Campus



Trip to Houston



Game Day!



Accomplishment #2: Collaborations

- 1. Continue engaging various groups on campus.
 - Collaborations:
 - RHA
 - SPB
 - MVP
 - Frontier Fiesta
 - Steering Committee:
 - Staff Council
 - Center for Student Involvement
 - UH Alumni Association
 - Athletics
 - Spirit of Houston
 - Spirit Cup Teams:
 - 7 Spirit Cup Teams with 13 Organizations



Preview of Homecoming 2018



GO BIG & COME HOME

UNIVERSITY OF HOUSTON HOMECOMING 2018

NOVEMBER 5th – 10th
#UHHOME18

Monday 05 KICKOFF PEP-RALLY
SC PLAZA
5PM – 7PM

Tuesday 06 CAN-STRUCTION
SC PLAZA
11AM – 2PM

STRUT YOUR STUFF
SC HOUSTON ROOM
7PM – 10PM

Wednesday 07 SPIRIT SWAP
SC CIRCLE DRIVE
12PM – 2PM

BED RACES
TDECU STADIUM
7PM – 9PM

Thursday 08 GLOW BOUNCE
SC HOUSTON ROOM
7PM – 10PM

Friday 09 ROCK-THE-CAMPUS
LYNN EUSAN PARK
9AM – 12PM

THE TAILGATE
LYNN EUSAN PARK
6PM – 9PM

Saturday 10 UH vs. TEMPLE
HOMECOMING GAME
TDECU STADIUM

UH MEN'S BASKETBALL
vs. ALABAMA A&M,
H&PE ARENA

uh.edu/homecoming
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University of Houston Homecoming



Challenges

The background features a white central area with abstract, overlapping geometric shapes in various shades of red and orange on the right side. The shapes are semi-transparent, creating a layered effect. A thin, light-colored line runs diagonally across the white area from the bottom right towards the top right.

Homecoming 2017 Challenges

1. Homecoming 2017 being pushed back by a week due to Hurricane Irma.
2. Astros winning the World Series
3. Rise and Shine

New FY19 One Time Request

Additional Summer Budget

With Homecoming being in the fall semester, the Homecoming Board really utilizes the summer and Weeks of Welcome to promote everything that's been done and everything that's going to be done. The image that the Homecoming Board aims to portray to the University of Houston student body is that we are here and open to all students.

Marketing and promotional items	\$6,000.00
Center for Student Media Advertising	\$3,000.00
Marketing from Creation Station	\$ 1,000.00
Subtotal	\$10,000.00
UH Administrative Charge (6.0%)	\$600.00
Total	\$10,600.00

FY19 One Time Request: \$10,600.00



FY20 Requests

The Tailgate

The newest Homecoming event is the Tailgate, implemented by the Homecoming Board that serves as a celebration of Homecoming Week as it comes to an end and it strengthens the hype for the game the following day.



Infrastructure	\$2,000.00
Promotional Items (Shirts/Hats)	\$3,000.00
Food & Beverage	\$4,000.00
Marketing	\$800.00
Themed Activities	\$4,000.00
Subtotal	\$13,800.00
UH Administrative Charge (6.0%)	\$828.00
Total	\$14,628.00



FY20 One Time Request:
\$14,628.00

Cougar Sculptures

One of the newest traditions for Homecoming! By updating our old Cougar Cutouts with more life-like statues for our Spirit Cup teams to decorate, these Cougars have become more interactive and eye-catching for students that are walking by and want to check them out!



Life-Size Cougar Sculptures Payment	\$8,000.00
UH Administrative Charge (6.0%)	\$480.00
Total	\$8,480.00

FY20 One Time : \$8,480.00

Bed Races

One of our newest traditions! We look forward to expanding our bed racing by providing opportunities for more students to participate.

Mattresses/Beds (5)	\$1,000.00
Shipping	\$500.00
Equipment (Barricades/Tents)	\$7,840.00
Security/EMS	\$700.00
Food and Beverage	\$1,500.00
Marketing and Promotion	\$2,000.00
Facilities	\$214.00
Subtotal	\$13,754.00
UH Administrative Charge (6.0%)	\$825.24
Total	\$14,579.24

FY20 OT Request: \$ \$14,579.24



Questions?

UNIVERSITY of HOUSTON
HOMECOMING
— NOV 5 – NOV 10, 2018 —

Thank you for your time and Go Coogs!