



# Student Program Board

President: Sarah Durham

Vice President of Membership: Ryan Pulido

Vice President of Marketing & Assessment: Dara Hall

# Mission



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.

# Relation to DSAES Strategic Initiatives

## Student Success

- Champion exceptional opportunities and services to support all UH students
- Develop leadership qualities, critical thinking and communication skills, diversity competencies, and personal growth
- Diverse experiences
- Enhance assessment of student success
- Connection, belonging, and shared UH identity among all students

## Partnerships

- Forge and strengthen partnerships to expand our reach into the university and greater community
- Educate and empower campus partners to be our advocates
- Regional, national, and international involvement

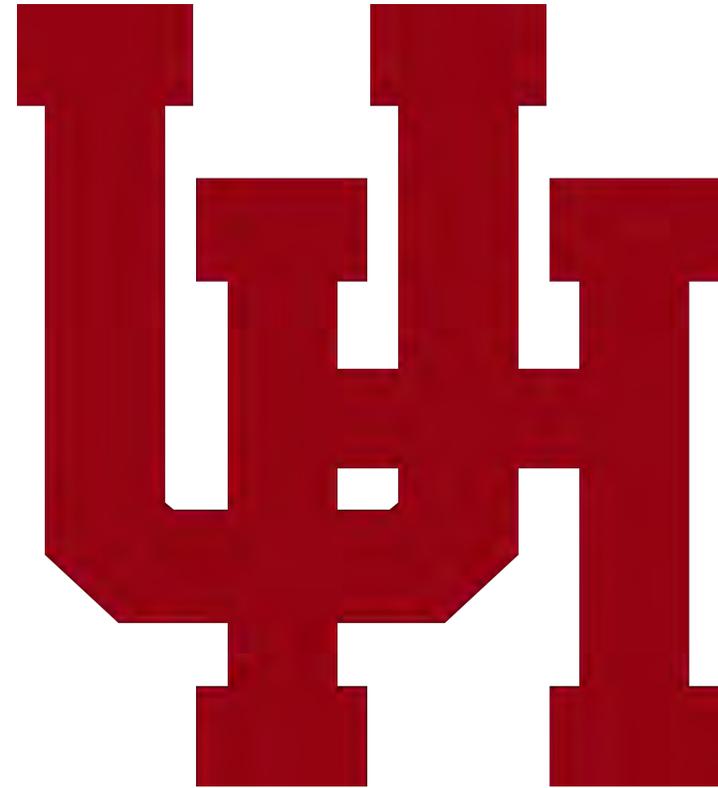
# UH Goals

## 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.

## Community Advancement:

UH will commit to fulfilling regional and state workforce needs while becoming the primary engine of social, economic, and intellectual development.





# UNIT SUCCESSES



# Accomplishments

1

Increase in  
Cinema Events in  
FY18

2

Successful  
Homecoming  
Concert

3

Intentional Use of  
Student  
Feedback

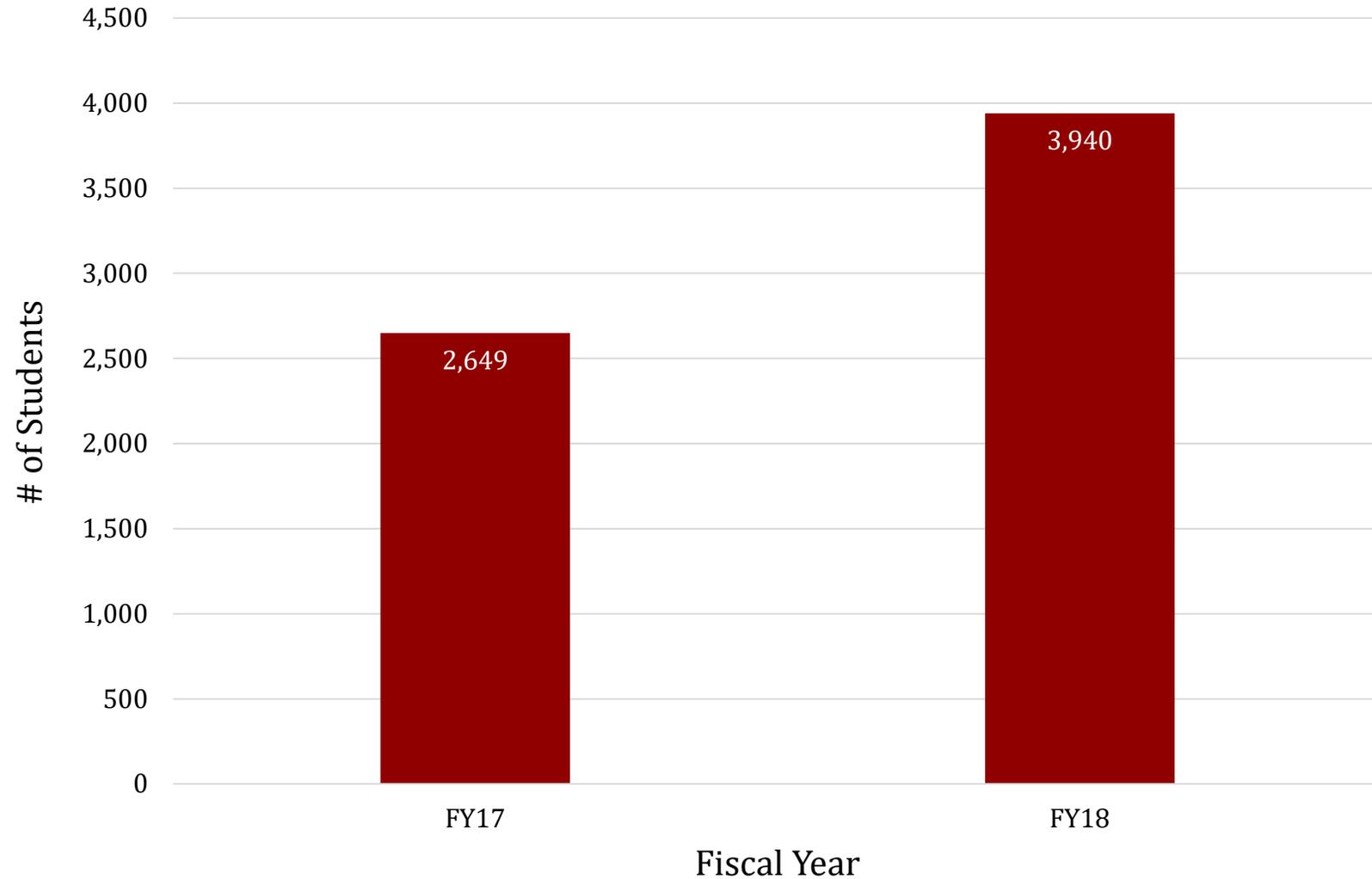
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Expanded  
Collaborations

# Cinema Events

- Hosted 18 events
  - FY17: 16 events
- 10 collaborative events
  - 6 being new collaborations
- 4 advanced screenings
  - 2 full theaters
- Cost per student: \$9.96

## Cinema Attendance

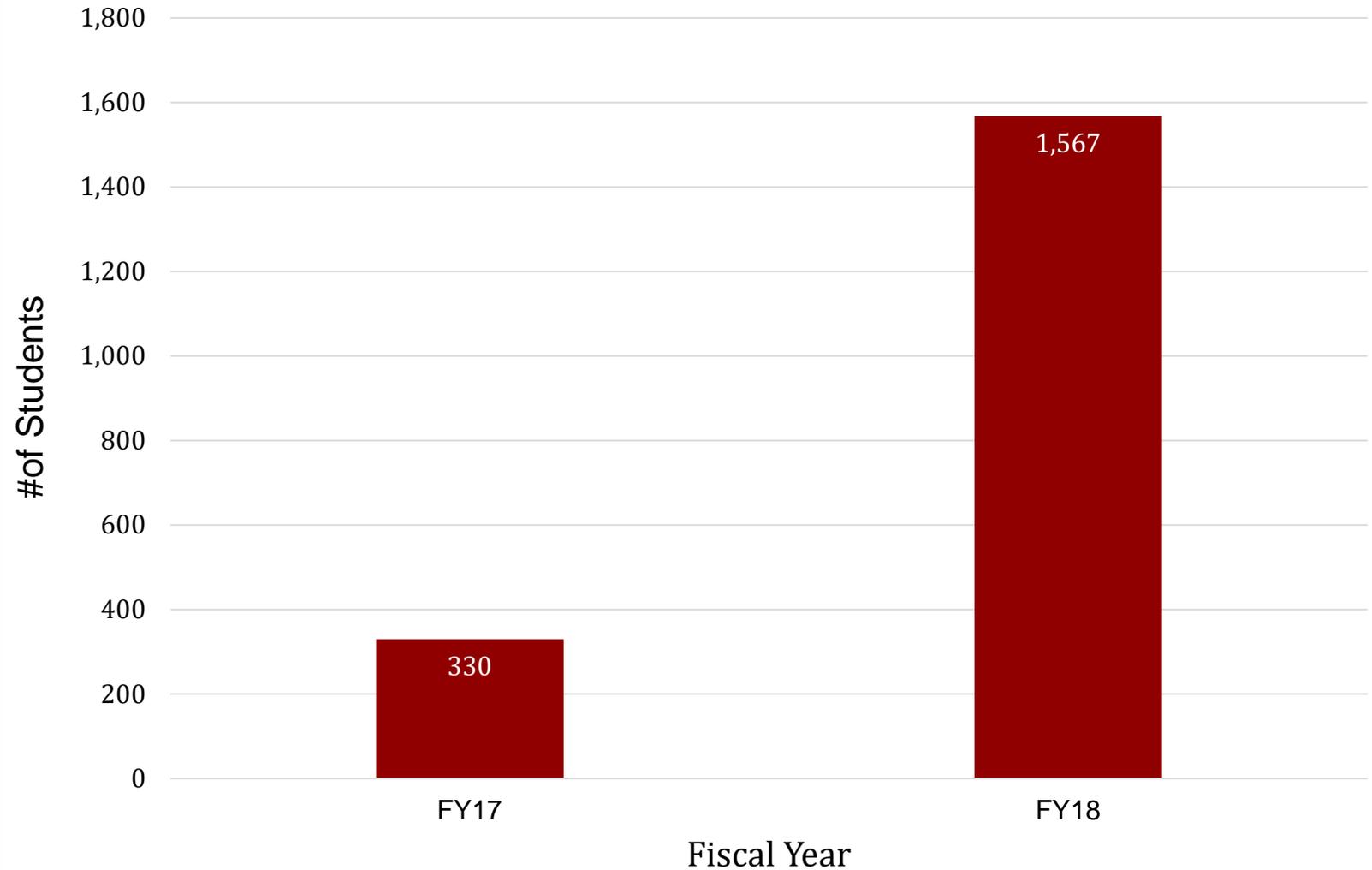


Attendance increased by 49%

# Homecoming Concert

- Over 1,500 students in attendance
- Cost per student: \$18.79
  - 83% decrease of cost per student (\$113.72 FY17)
- Total cost of event = \$30,000

## Homecoming Attendance



Attendance increased by 400%

# Intentional Use of Student Feedback

## Movie Events

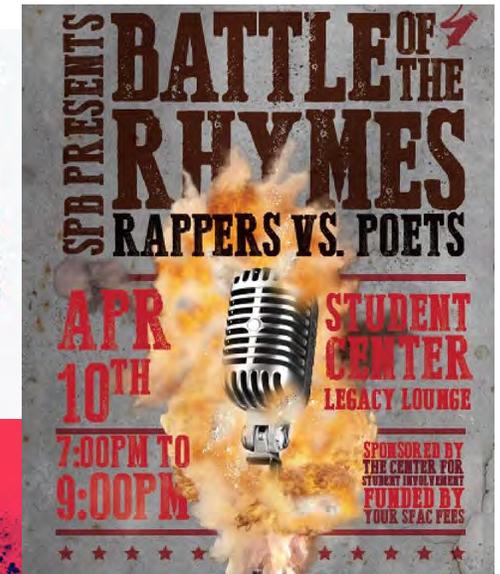
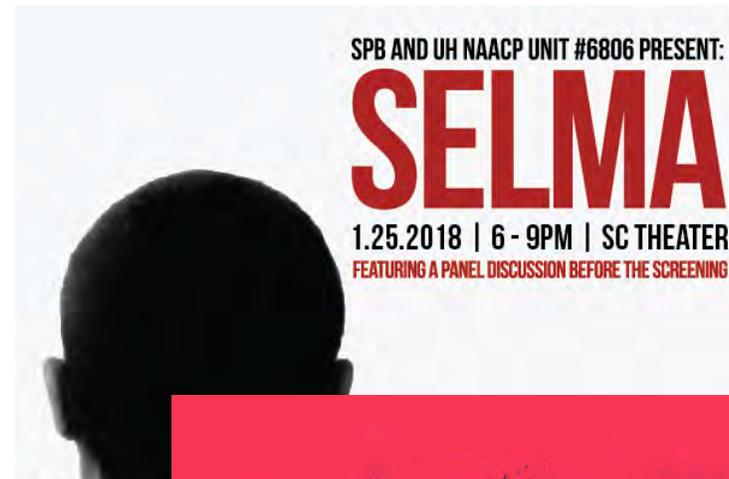
- “Better sound. [Sometimes] you couldn’t hear the movie.” – *A Star is Born*
- “Host a [concession] stand.” – *A Star is Born*
- “Giving away a shirt that is themed according to the movie.” – *Infinity War*

## Performer Events

- “Better sound. I really couldn't [hear] some of the performances.” – *Cougar Comedy Night*
- “I enjoyed the performers the most, though some were problematic.” – *Cougar Comedy Night*
- “The idea behind the event. People having an outlet for creativity...” – *Mic Drop*

# Expanded Collaborations

- Initiated 21 new relationships with organizations and departments
  - Sneaker Summit
  - YouTube
  - NAACP Unit #6806
  - Coog Slam



# Return on Investment based on Recommendations

1

Stuff  
- A -  
Bear

2

Frontier  
Fiesta  
Concert

# Return on Investment: Stuff-A-Bear

- Attendance- 589
- Number of Bears- 600
  - 11 were given to volunteers
- 40 toys to Ronald McDonald House of Houston
- Partnered with MVP



\*response to issue last SFAC report



# Return On Investment: Frontier Fiesta Concert

\$52,000 fee remaining from FY18

# SPB Challenges

1

Higher Cost Per Attendee than FY17

2

Loss of Coca-Cola Sponsorship

3

Frontier Fiesta Headliner Absence

4

Marketing Miscommunication

# Cost per Student

## FY18

- Slightly higher
  - FY17: \$5.16
  - FY18: \$8.16 -- \$3 increase
  - Enhanced Experience

## Goals for FY19

- Increase Attendance
  - Better Marketing Strategies
  - Quality of Events
- Increase Collaborations

# Loss of Coca-Cola Sponsorship



Google HOME



- Lost \$10,000 in summer 2017 due to budget cuts within Auxiliary Services
- SFAC FY17
- Had to cut budgets for all committees
- Reached out to other sources of revenue
  - Collaborations: 10 RSO & Department
  - Advanced Screenings: 4 total, 3 this fall
  - One-Time Sponsorships: Apple Music, Spotify, & Google
  - RECESS: Sponsorship Profile

# Frontier Fiesta Headliner Absence

- Lost trust in students
- ~ 2,000 Attendees
- Cost Per Student: \$8.72
- Goals for FY19
  - Research
  - References
  - Opinions from professionals

# Marketing Miscommunication

## SPB Organizational Deficiency:

- Multiple points of contact
- Confusion with design, printing, etc.



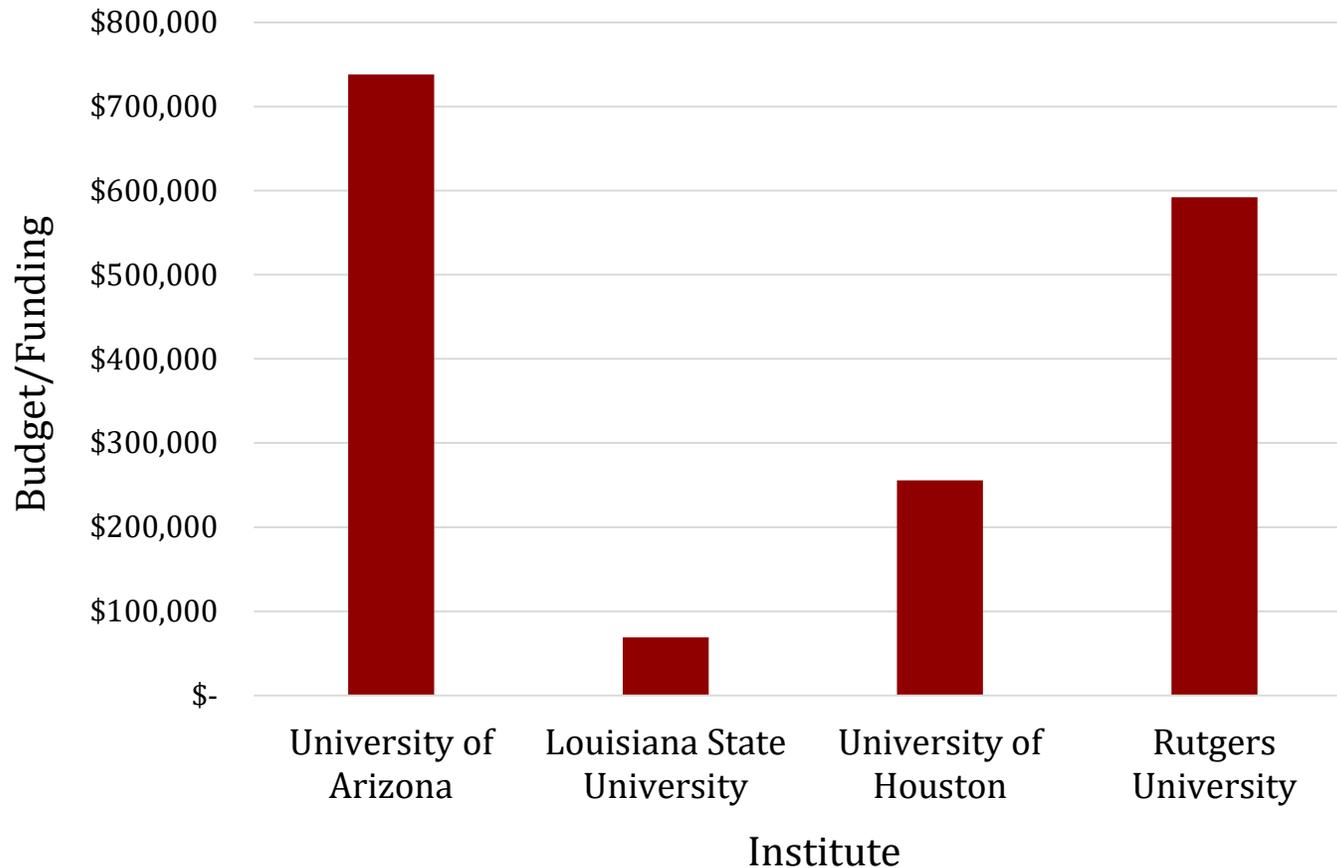


# UNIT NEEDS



# Benchmarking

## Peer Institutes



## Enrollment Numbers

- University of Arizona: 44,831
- Louisiana State University: 30,863
- University of Houston : 45,364
- Rutgers University: 35,641

## Budget/Funding

- University of Arizona: \$738,100
- Louisiana State University: \$69,081
- University of Houston: \$255,591
- Rutgers University: \$592,000



# REQUEST OVERVIEW



# Request Overview

- Base FY2020, One-Time 2019 & 2020
  - Cinema Programming - \$10,600
- One-Time FY2020
  - Frontier Fiesta Concert- \$165,500
  - Homecoming Concert - \$37,100

# Cinema Requests

Summary of Expenses	
Movie Rights	\$6,250.00
Marketing	\$1,750.00
Student Centers' Reservation/AV	\$2,000.00
<b>Total</b>	<b>\$10,000.00</b>
UH Administrative Charge (6%)	\$600.00
<b>Subtotal</b>	<b>\$10,600.00</b>



# Data/Justification For Cinema

- 96% feel it enhances their student experience
  - 235 out of 238 students
- 4,000 unique attendees
- Establishing/enhancing campus nightlife
- Enhanced events = higher cost per student



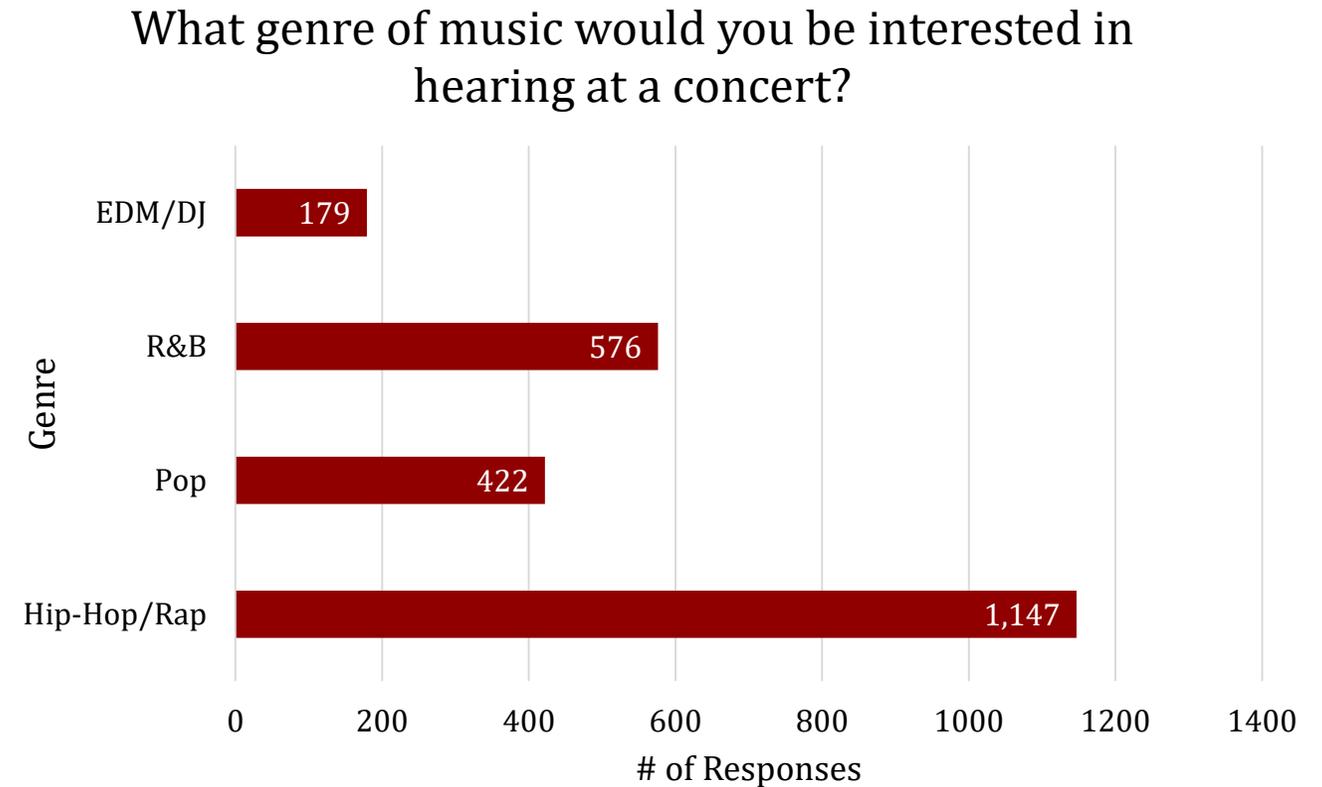
# Frontier Fiesta Concert

Summary of Expenses	
Performer Fee	\$120,000.00
Production	\$12,000.00
Middle Agent (10% Performer Fee)	\$12,000.00
Hotel/Travel	\$2,000.00
Catering/Green Room	\$2,000.00
Security	\$5,000.00
Marketing	\$3,000.00
<b>Total</b>	<b>\$156,000.00</b>
UH Administrative Charge (6%)	\$9,500.00
<b>Subtotal</b>	<b>\$165,500.00</b>



# Concert Requests

What Students <u>DON'T</u> Want	What Students <u>DO</u> Want
Artists with only a couple of popular songs	Hip-hop performers
Concerts that cost money	Free Concert
EDM Music	The chance to vote for the performer
Pop Music	Big name artist



# Homecoming Concert

Summary of Expenses	
Performer Fee	\$20,000.00
Production	\$8,000.00
Middle Agent (10% Performer fee)	\$2,000.00
Hotel/Travel	\$1,000.00
Catering/Green Room	\$1,000.00
Security	\$2,000.00
Marketing	\$1,000.00
<b>Total</b>	<b>\$35,000.00</b>
UH Administrative Charge (6%)	\$2,100.00
<b>Subtotal</b>	<b>\$37,100.00</b>





## Data/Justification for Frontier Fiesta Concert & Homecoming Concert

- Unified experience; beneficial for student experience
- Partnering with Homecoming and Frontier Fiesta relieves our cost

Travis Scott  
Drake  
Beyonce  
Migos  
David Guetta  
2 Chainz  
Taylor Swift  
Big Sean

**\$200K +**

Miguel  
Russ  
SZA  
Daniel Ceaser  
H.E.R.  
Iggy Azalea  
Jorja Smith  
Tove Lo  
Porter Robinson  
MGMT  
JuiceWRLD  
Anderson Paak

**\$ 100 - \$200K**

Bazzi  
A\$AP Ferg  
Young Thug  
Amine  
Blackbear  
DJ Mustard  
BØRNS  
Foster The People  
YG  
Sean Paul  
Fetty Wap  
Ty Dolla \$ign

**\$50 - \$100K**

Doja Cat  
iLoveMakonnen  
Cherub  
6LACK  
AJR  
Akon  
Cashmere Cat  
DRAM  
ChloexHalle  
Gunna  
Jaden Smith

**UNDER \$50K**

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# Acknowledgements

Babco Entertainment  
Campus Recreation and Wellness Center  
Center for Diversity and Inclusions  
Center for Student Involvement  
Center for Student Media  
Coca-Cola Company  
Commuter Services  
Coog Radio  
Coog TV  
Council for Cultural Activities  
Degy Entertainment  
Division of Student Affairs and Enrollment Services  
Family Weekend  
Fencing Club  
Food Recovery Network  
Frontier Fiesta  
Hogan Communications

Homecoming  
Houston Hobbyist Guild  
InfraRed Nights  
LGBT Resource Center  
NAACP Unit #6806  
RECESS  
Residential Hall Association  
Sigma Kappa Sorority  
Student Fee Advisory Committee  
Student Government Association  
Student Housing and Residential Life  
The Royal Mystic Order of Chaos  
Women and Gender Resource Center  
UH Athletics  
Universal Pictures  
University Centers  
Walt Disney Studios