



**COUNCIL FOR CULTURAL ACTIVITIES**

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SFAC QUESTIONNAIRE

FY20

**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**

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

CCA accomplishes its mission by

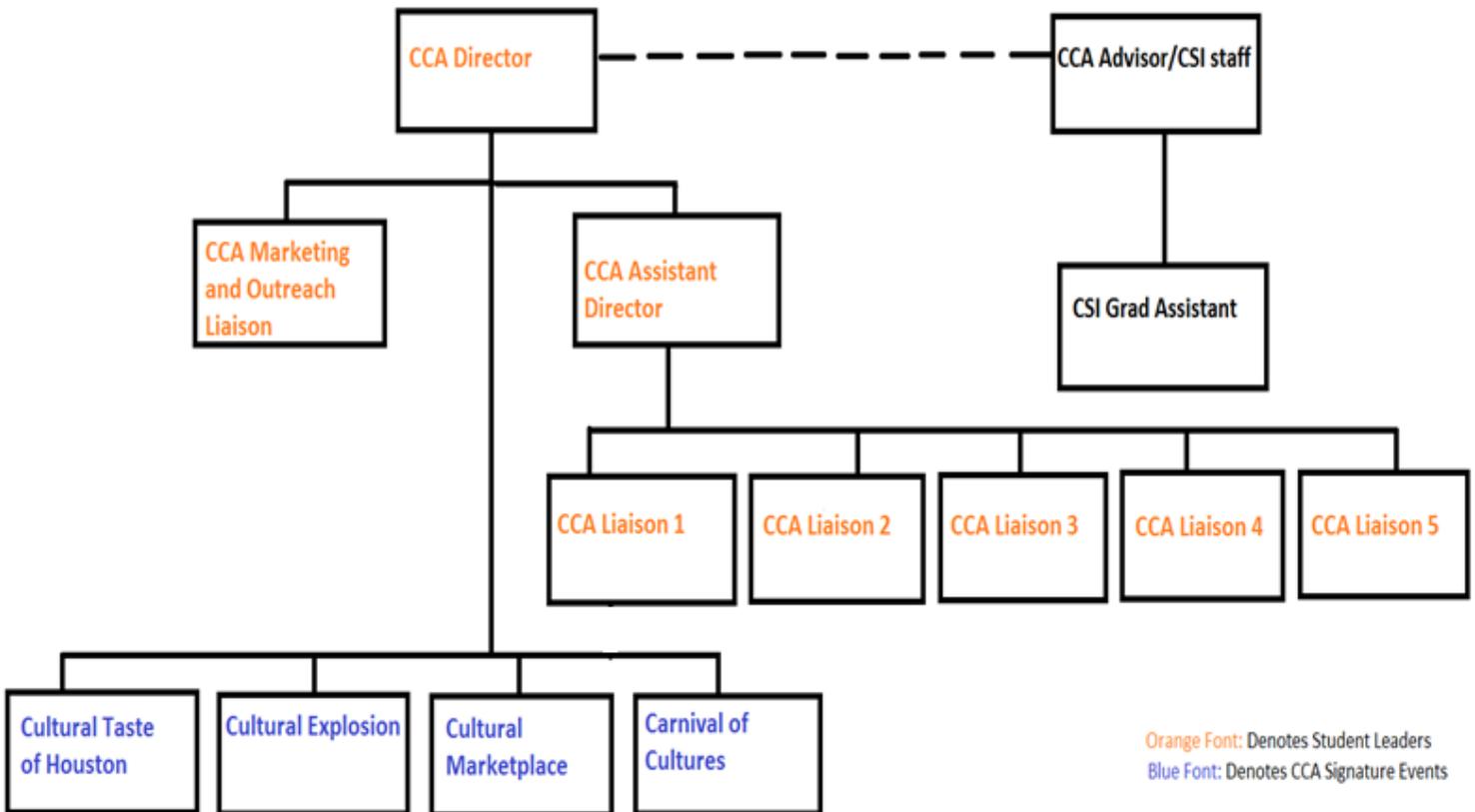
- Celebrating and recognizing the cultural diversity of UH through all four signature events
- Co-sponsoring cultural events hosted by RSOs
- Promoting and expanding cultural awareness through programming and support to RSOs
- Serving as an umbrella organization for CCA member organizations and providing them with financial support and event planning assistance
- Cultivating student leaders' ability to empower themselves and others of diverse backgrounds
- Providing collaboration opportunities between RSOs, fee-funded orgs, and campus departments
- Providing CCA Liaisons who personally assist RSOs in the event planning process, connecting them to resources at UH and helping them plan their events within the University's policies throughout the year

Justification:

The presence of CCA on campus enhances student awareness of the variety of cultures that exist at UH and promotes the celebration of their differences. CCA provides a platform for the UH community to experience different cultures through programming and co-sponsorship of culturally-diverse events. CCA promotes cultural awareness by assisting RSOs that have a shared socio-cultural identity, but do not have the financial means or expertise to host events that showcase their culture. The co-sponsorship process is critical to many RSOs because it provides liaisons who listen to their needs and determine the best possible way to proceed in order to showcase and share their culture with the UH community. With the support of CCA, RSOs increase the quality and also the reach of their cultural events. CCA also provides RSOs with equipment that is instrumental for the success of an event. We provide free access to a popcorn machine, snow cone machine, cotton candy machine, coolers, push carts, beverage dispensers, and other event equipment. CCA also informs RSOs of personal and professional development workshops happening around campus, especially those that can be used as tools for leaders of RSOs like the Center for Student Involvement's SOLAR and SOLD Leadership experiences and also workshops hosted by Center for Diversity and Inclusion (CDI). CCA is crucial partner in the quest to increase the impact of culture on the growth of students.

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.

Below is an organizational chart for the fiscal year 2018-19:



**3. List your unit's strategic initiatives and action steps identified for the 2017-2018 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.**

**Strategic Initiative 1: Foster the creation of a global learning community that actualizes and embraces inclusion while preparing students to become active citizens by: supporting student leaders of cultural registered student organizations and increase their overall reach and impact on-campus.**

**Action Step A:** CCA will continue to provide personal assistance to RSOs through its Council Liaisons and give them access to new and wider-reaching marketing resources to advertise their events on a bigger scale in order to reach as many students as possible. These resources include the digital screens around the Student Centers North and South, in addition to the screens that are in the residence halls and various college buildings.

***Status: Achieved and ongoing***

CCA has successfully managed to provide personal event planning assistance to RSOs through assigned Council Liaisons coupled with financial assistance to enhance the overall quality of the programs. CCA has successfully provided liaison assistance to host 47 events in the last year.

**Action Step B:** CCA will actively engage with RSOs to explore a variety of different event ideas in order to increase the impact of their culture which will be inclusive to all students at the university.

***Status: Achieved and ongoing***

CCA's Council Liaisons have worked with member RSOs to generate novel ideas in order to ensure their events are truly open and accessible to all students. These efforts include suggesting accommodations for English only speakers at linguistically-diverse events, advising RSOs to move their event dates to occur within fall-spring semesters, and recommended outside vendors to assist in the purchase of apparel, food, and other goods and services needed.

**Action Step C:** Connect RSOs with different partners to increase support for their cultural events. Partners will include fee-funded organizations, UH departments, and other registered student organizations from different colleges on campus such as Bauer and Hilton.

***Status: Achieved and ongoing***

CCA has also successfully continued to connect RSOs with other organizations and departments in the effort to expand cultural programming. Examples of this are Thanksgiving Dinner with International Students Organization, Global Strategies, Language and Culture Center, International Students and Scholar Services, and CCA and "Holi" with Hindu Yuva, Graduate Indian Students Organization, Student Program Board, Indian Students Association, and CCA.

**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.*

**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.*

**Strategic Initiative 2: CCA will concentrate on our re-brand to better educate student organizations, UH departments, campus partners, and the general student about our new mission and the resources we provide.**

**Action Step A:** CCA will focus on marketing efforts such as fliers, handbills, general meetings, social mixers, and/or posters to explain its mission and resources.

**Status: Partially achieved**

CCA has done well in helping campus learn who we are and why we changed our name and mission via news articles in The Cougar and handbills at the WOW events and digital screens on campus. CCA plans to host networking mixers in the fall of 2018.

**Action Step B:** CCA will actively engage with RSOs to educate them on what the organization does and why the name change from CEO. This will be done by attending RSO workshops, events and officer meetings.

**Status: Partially achieved**

Council Liaisons held meetings with the RSOs to explain the role of CCA on campus and all the resources CCA has for them and some attended a general meeting to get familiar with the officers and organization operations.

**Action Step C:** CCA will hold meetings with campus partners and UH departments to discuss the new changes and where it can collaborate on events.

**Status: Partially achieved**

CCA did not hold meetings to only discuss new changes, however CCA did collaborate with over 10 different campus partners last year and in the process we were able to spread awareness about the new mission and widen the impact of the organization.

**Action Step D:** CCA will make sure to educate students who come to its signature events about how CCA serves them and how the students can get involved with it.

**Status: Partially achieved**

CCA made sure to include an educational piece in all signature events which helped students to learn not only about the events but also about the cultural aspect of it in interactive ways.

**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.*

**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.*

**Strategic Initiative 3: Create new opportunities for student success through learning, engagement and discovery by: widening our RSO base to include fraternities and sororities which are focused on increasing cultural awareness.**

**Action Step A:** CCA will actively engage in effective communication and dialogue with cultural based fraternities and sororities in order to support their initiatives.

**Status: Partially achieved**

CCA has made a positive effort in opening up active dialogue with cultural based fraternities and sororities, with MGC (Multicultural Greek Council) being an active member under CCA. MGC serves as a governing body for 12 different sororities/fraternities.

**Action Step B:** Create recognition process for CCA member organizations to highlight positive contributions to cultural and diversity-related events on campus. RSOs receiving recognition will be highlighted on CCA website and marketed through social media.

**Status: Partially achieved**

CCA has recognized RSO membership at its CCA Banquet/Luncheon expressing gratitude for working with CCA throughout the year and being a part of our campuses cultural celebration. However, CCA has not actively recognized member RSOs on its website or making a newsletter.

**Action Step C:** CCA, through Council Liaisons, will work to increase its involvement within member organizations by attending their officer meetings (with their approval) to discuss increasing their exposure on campus as well as how CCA can assist them in that area.

**Status: Partially achieved**

Council Liaisons went to the member RSOs board meeting to introduce themselves and their roles. Liaisons made sure the RSOs understood the support and resources CCA has to offer.

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

**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.*

**Strategic Initiative 4: Implement a new signature event at the University of Houston known as the Cultural Taste of Houston**

**Action Step A:** CCA will look to increase the restaurant vendor attendance from 12 vendors to 20 in order to have an even wider cultural representation.

***Status: Partially achieved***

CCA has successfully managed to increase the number of restaurants participation from 12 to 17. CCA reached out to more than 30 restaurants and executed over 26 contracts this year but due to paperwork and last minute cancelations, the restaurants were not able to participate.

**Action Step B:** CCA will explore ideas of incorporating unique and different cultural aspects to enhance cultural education and social interaction for all student visitors.

***Status: Achieved and ongoing***

CCA, with the help of CDI, created yard signs with different cultural facts about food and Houston which was put up by the ticket lines. CCA was able to bring five different cultural pop-up vendors, performances to include the cultural educational piece through an interactive way. Cultural Marketplace hosted a colorful sign to give students a photo opportunity and included a cultural decoration contest for participating organizations.

**Action Step C:** To continue to be a part of Weeks of Welcome event schedule in order to maximize this events impact and reach.

***Status: Achieved and ongoing***

CCA was a part Weeks of Welcome committee and successfully hosted Cultural Taste of Houston during the second week of Weeks of Welcome. We collaborated with six different on campus partners to make this event happen. We hope to continue to make CTOH bigger and better event in upcoming years.

**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.*

**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.*

**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. If available, please provide program benchmarking data from comparable institutions.**

**Assessment:** CCA does assessment by (1) sending out surveys with WOW for Cultural Taste of Houston (2) collecting feedback from RSOs after each CCA sponsored events in the form of a “Post-event Overview” (3) distributing an end of year survey to member RSOs (4) utilization of “Happy or Not” signs at event for attendees to give us feedback on events, and (5) card swipes at each event.

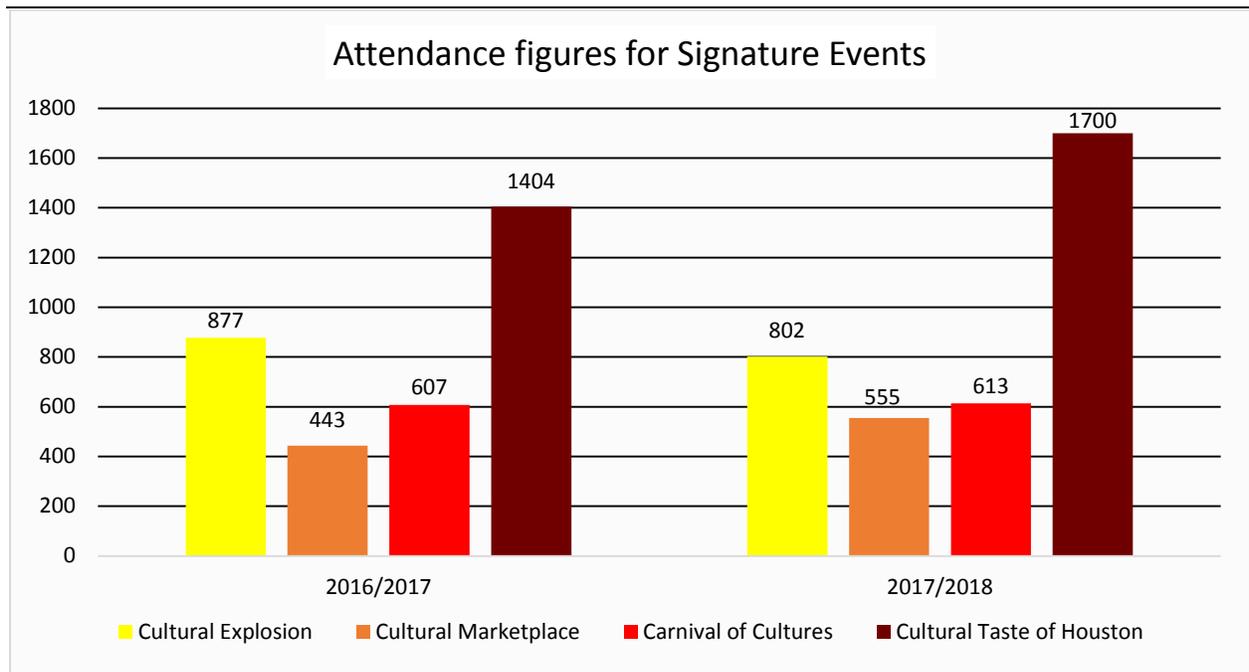
Some of the highlights from our ‘End of the Year’ survey are as follows:

- The data that was received from the End of the Year survey indicates that 80% of our survey responders found that CCA Liaisons have contributed to the success of their event.
- More than 90% of the survey responders expressed that CCA has contributed to the organizations’ success.

**Success:** CCA evaluates success through (1) work put in by CCA team officers (such as officer contribution pre-planning, availability during event, and feedback/analysis post-event) (2) number of collaborations with departments and fee-funded organizations (3) number of organizations reached with co-sponsorships (4) attendees in comparison with the previous year (5) quality of member organizations experience, and (6) growth in campus presence and brand recognition over previous years.

**Attendance:** CCA has increased attendance in almost all the signature events and hopes to get even higher attendance with new marketing strategies.

Outlined below is a chart of CCA’s signature programs attendances from the years FY17 and FY18.



CCA had a successful year with our attendance and collaboration efforts. CCA served as true umbrella organization last year for the member organizations. Below is a detailed breakdown of all the partnerships CCA had last year:

<b>Number of Member Organizations</b>	<b>33</b>
<b>Number of Collaborations with Departments, Fee-funded RSOs</b>	<b>12</b>
<b>Number of Co-Sponsored Events by CCA</b>	<b>47</b>
<b>Number of Signature Events</b>	<b>4</b>
Cultural Explosion attendance	802
Cultural Marketplace attendance	555
Carnival of Cultures attendance	613
Cultural Taste of Houston attendance	1700
<b>Total Attendance at Signature Events</b>	<b>3374</b>

#### Number of Member Organizations Breakdown

- African Student Union (ASU)
- Alpha Kappa Delta Phi (AKDPhi)
- American Sign Language Society (ASLS)
- Bangladeshi Students Association (BSA)
- Baptist Student Ministry (BSM)
- Black Student Union at UH (BSU)
- Caribbean Students Organization (CSO)

- Dhun A Cappella
- Egyptian Student Association (ESAUH)
- Friends of Haiti
- Gamma Rho Lambda
- Graduate Association of Pakistani Students UH (GAPS)
- Graduate Indian Students Organization (GISO)
- Hallyu Club
- Hindu Yuva
- Houston Jannat
- Indian Students Association (ISA)
- International Students Organization (ISO)
- Iranian Community at University of Houston (ICUH)
- Mexico at University of Houston (MexUH)
- Multicultural Greek Council (MGC)
- Muslim Students Association (MSA)
- Nepalese Students Association at UH (NSAUH)
- Nigerian Student Association (NSA)
- Pakistan Student Association (PSA)
- Pratham @ UH
- Roarin' Raas
- Student Veterans of America at the University of Houston (SVA)
- Students for Justice in Palestine (SJP)
- Students of East Africa (SEA)
- UH Vietnamese Student Association (VSA)
- Urdu Baithak
- Venezuelan Students Union (VSU)

#### **Number of Collaborations with Departments, Fee-Funded Organizations- 12**

- MLK Day Celebration – Center for Diversity and Inclusion (CDI)
- Cultural Connect Week – CDI
- Cultural Fiesta – Frontier Fiesta Association
- Family Weekend – Dean of Students Office
- Holi – ISA, GISO, Hindu Yuva, Student Program Board (SPB)
- International Education Week – International Student and Scholar Services
- International Mother Language Day – Student Government Association (SGA), BSA, ISO, SPB
- An Evening with Alok – LGBTQ Center
- Opening Events – Student Housing and Residential Life
- Tai Chi – SPB
- Thanksgiving – ISSS, ISO
- Weeks Of Welcome Committee

CCA attempted to collect benchmarking data from different universities and colleges across the nation but was not able to find a student-run organization that focuses on celebrating culture and promoting

diversity and inclusion through member organizations and programming. Some campuses have programming boards that have cultural programming elements in their schedule, but these are not truly comparable. Though there are some departments that focus on diversity, identity, and inclusion, this is not a good benchmark for CCA as the scale and scope of resources allocated for those departments are very different from ours. Additionally, having second most racially and ethnically diverse student population in the nation, the UH campus has a very different environment and a higher need for cultural representation and support through programming than other institutions.

***5. Please discuss any budget or organizational changes experienced since your last (FY2019) 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.***

Last year, CCA received a base budget of \$155,760 in addition to the one time request of Cultural Taste for Houston on the amount of \$36,206. We are gracious for the funding, because of which we were able to host the event for a second year. Thank you!

This year, CCA created a new position solely focused on marketing called Marketing and Outreach Liaison. This position was created in order to improve the brand recognition and marketing of the organization to reach more people.

CCA would like to request \$38,386.55 for our base budget so that we can have Cultural Taste of Houston as one of our annual signature events.

**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.**

**Strategic Initiative 1: Evaluate, actively pursue, and leverage resources to enhance the UH experience by: Reducing the cost per student for CCA signature events, event collaborations, and co-sponsored events.**

**Action Step A:** Increase attendance through enhanced marketing developed by the newly created Marketing and Outreach Liaison position.

**Action Step B:** Utilize CCA social media pages to market co-sponsored events in an effort to reach more students. In addition to tagging UH Get Involved to pull in their audience.

**Action Step C:** Reach out to different departments and organizations on campus to increase collaboration on events to reduce direct cost to both them and CCA.

**Action Step D:** Provide thorough analysis of event proposals submitted by RSOs with a stronger consideration of cost per student for the events.

**DSAES Strategic Initiative:** *Leverage and adapt resources in innovative ways to increase effective utilization.*

**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.*

**Strategic Initiative 2: Improve and refine CCA's signature event at the University of Houston known as Cultural Marketplace.**

**Action Step A:** CCA will explore ideas of incorporating unique and different cultural aspects to enhance cultural education and social interaction for all student visitors.

**Action Step B:** To continue to collaborate be a part of Cultural Connect Week event schedule in order to maximize this events impact and reach.

**Action Step C:** Create a committee who will be responsible for exploring creative ideas and developing a plan for implementation.

**DSAES Strategic Initiative:** *Evaluate resources to identify opportunities for efficiency, improvement, and transformation.*

**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.*

**Strategic Initiative 3: Enrich the sense of connection, belonging, and shared UH identity among all students by: Improving and growing a fairly new signature event at the University of Houston known as Cultural Taste of Houston.**

**Action Step A:** CCA will continue to explore ideas of recruiting more restaurants and vendors at the event and enhance the overall quality of the Cultural Taste of Houston.

**Action Step B:** To continue to reach out to campus partners to co-sponsor the event in order to have a wider and diverse planning committee to appropriately represent different cultures at the event.

**Action Step C:** To continue to be a part of Weeks of Welcome event schedule in order to maximize this event's impact and reach.

**Action Step D:** CCA will continue to pre- sale the tickets online to better serve the attendees and increase the overall attendance.

**Action Step E:** CCA will collaborate with UH faculty and departments that will help increase our attendance.

**DSAES Strategic Initiative 3.C:** *Enrich the sense of connection, belonging, and shared UH identity among all students.*

**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.*

**Strategic Initiative 4: Evaluate, actively pursue, and leverage resources to enhance the UH experience by: increasing our RSO base and enhancing the relationship with the member organizations.**

**Action Step A:** CCA will strongly advise member organizations to attend at least one CDI hosted workshop in order to enhance their knowledge on the cultural and diversity related topics.

**Action Step B:** CCA will actively engage in effective communication and dialogue with the RSOs by hosting information sessions and mixer in order to support their initiatives and provide networking opportunities.

**Action Step C:** Create recognition process for CCA member organizations to highlight positive contributions to cultural and diversity-related events on campus. RSOs receiving recognition will be highlighted on CCA website and marketed through social media.

**Action Step D:** CCA, through Council Liaisons, will work to increase its involvement within member organizations by attending their officer meetings (with their approval) to discuss increasing their exposure on campus as well as how CCA can assist them in that area.

**Action Step E:** Refine process for receipt collection and reimbursement process to increase efficiency and amount of money reimbursed.

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

**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.*

**Strategic Initiative 5: CCA will continue to concentrate on our brand marketing to better educate student organizations, UH departments, campus partners, and the general student about our new mission and the resources we provide.**

**Action Step A:** Meet with marketing experts on campus to help generate ideas on how to expand the brand of CCA.

**Action Step B:** CCA will actively engage with RSOs to educate them on what the organization does by hosting informational sessions, tabling events, and social mixers.

**Action Step C:** CCA will hold meetings with campus partners and UH departments to discuss new changes and collaboration opportunities.

**Action Step D:** CCA will make sure to educate students who come to its signature events about how CCA serves them and how the students can get involved with it.

**Action Step E:** CCA will update its website, forms used by RSOs and all marketing materials to increase clear communication about CCAs resources.

**DSAES Strategic Initiative 3.C:** *Evaluate resources to identify opportunities for efficiency, improvement, and transformation.*

**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.*

***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.***

**1. Cut down travel budget allocated for conferences**

While CCA recognizes the importance of the conferences and seminars, we also think that it is not the main focus of the organization. All the free conferences that are offered by different on campus partners hold comparable value in terms of personal development and increasing the knowledge on cultural awareness.

**2. Carnival of Cultures will be scaled down**

As it stands, Carnival of Cultures is one of our highest attended events but remains the most expensive event to run. We feel that with the budget cuts, we are forced to scale down this event and bring the cost per student lower. We hope that by bringing down the food, activities and decoration concerns and target this signature event, we can achieve our goal of bringing down our budget to a level to accommodate for the budget cut.

**3. Increased Collaborations with other fee funded groups/departments in order to accommodate**

We hope that by increasing our collaborations with other fee funded organizations and departments, we can be more cost effective in our events because we can spread the cost of the event over multiple budgets and utilized the resources that they may have so that our unit doesn't need to purchase more items. By being more efficient across other organizations, we hope to increase the quality of our events through utilizing more resources and the strengths of each organization

**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 Council for Cultural Activities has a history of involved and supportive leaders. We are currently working to identify these alumni and extend opportunities to them to stay involved with CCA. This involvement would consist of in-person event support and potentially engage them as new sources of income. We are hoping to show them that their hard work and continued support will help take CCA to new heights.

CCA also generates revenue from Cultural Taste of Houston by selling the tickets. Cultural Taste ticket purchase transactions generate revenue, however it is more of a cost-recovery effort since the tickets are sold at \$1 each, but the value of the sample comes out to \$2 each. This is to help reduce the cost per student to enjoy this one of a kind cultural event. In the latest Cultural Taste of Houston, CCA took an initiative to pre-sale the tickets online so that the overall sales can be increased. There were 128 purchases made by different departments and students prior to the event date. This year the overall revenue generated from Cultural Taste of Houston was \$5,362.40, an increase in \$1,047.40 from last year.

Outside Cultural Taste of Houston and of this plan to reach out to alumni, CCA does not receive funding from any other sources outside of SFAC and university sponsors.

**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.**

The University of Houston has many different organizations and departments working towards cultural and diversity related awareness. The Center for Diversity and Inclusion (CDI) is one such department that does an amazing job at addressing diversity and inclusion related issues through educational programs and initiatives. CDI focuses on educating students directly while CCA empowers student organizations to educate others through their own cultural programming.

The University of Houston also houses a great number of cultural registered student organizations that target specific groups of students to experience their unique cultures and traditions. In addition, the Activities Funding Board (AFB), a funding unit of SFAC, provides funding resources to registered student organizations of all kinds at the university. While AFB and CCA both provide financial support for programs or events on the UH main campus, CCA is distinguished in the fact that we provide one-on-one event planning assistance through assigned liaisons that help RSOs understand the process of event planning along with UH policies and only focuses on supporting events that promote cultural awareness. We also do not co-sponsor conferences or banquets, which are not free and open to all UH students. CCA and AFB work together to ensure that a single RSO is not funded by both organizations for the same event.

CCA is a unique organization that concentrates its efforts on diverse programming for students to increase their exposure to and learning about the many different cultures represented at the University of Houston. CCA believes that it is truly a one-of-a-kind organization dedicated to providing representation of a variety of cultures through social and educational activities, not only on-campus but nationwide.