

★ FRONTIER ★
Fiesta
MARCH 2019 21 — 23
STUDENT-LED ★ STUDENT-RUN
— EST. 1939 —

SFAC Questionnaire
Frontier Fiesta Association
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.

Frontier Fiesta is a student led spring festival that was established in 1939. It began as a festival to promote the University when the University first moved from downtown Houston to its present location. Frontier Fiesta has grown into a diverse showcase of the talents of the University of Houston's student body. Each year, students from various student organizations volunteer and assist the Frontier Fiesta Association in transforming a piece of our campus into a fully functional town called "Fiesta City." This event is a major production that takes the cooperation of the student, staff, faculty of the University of Houston.

Our Mission:

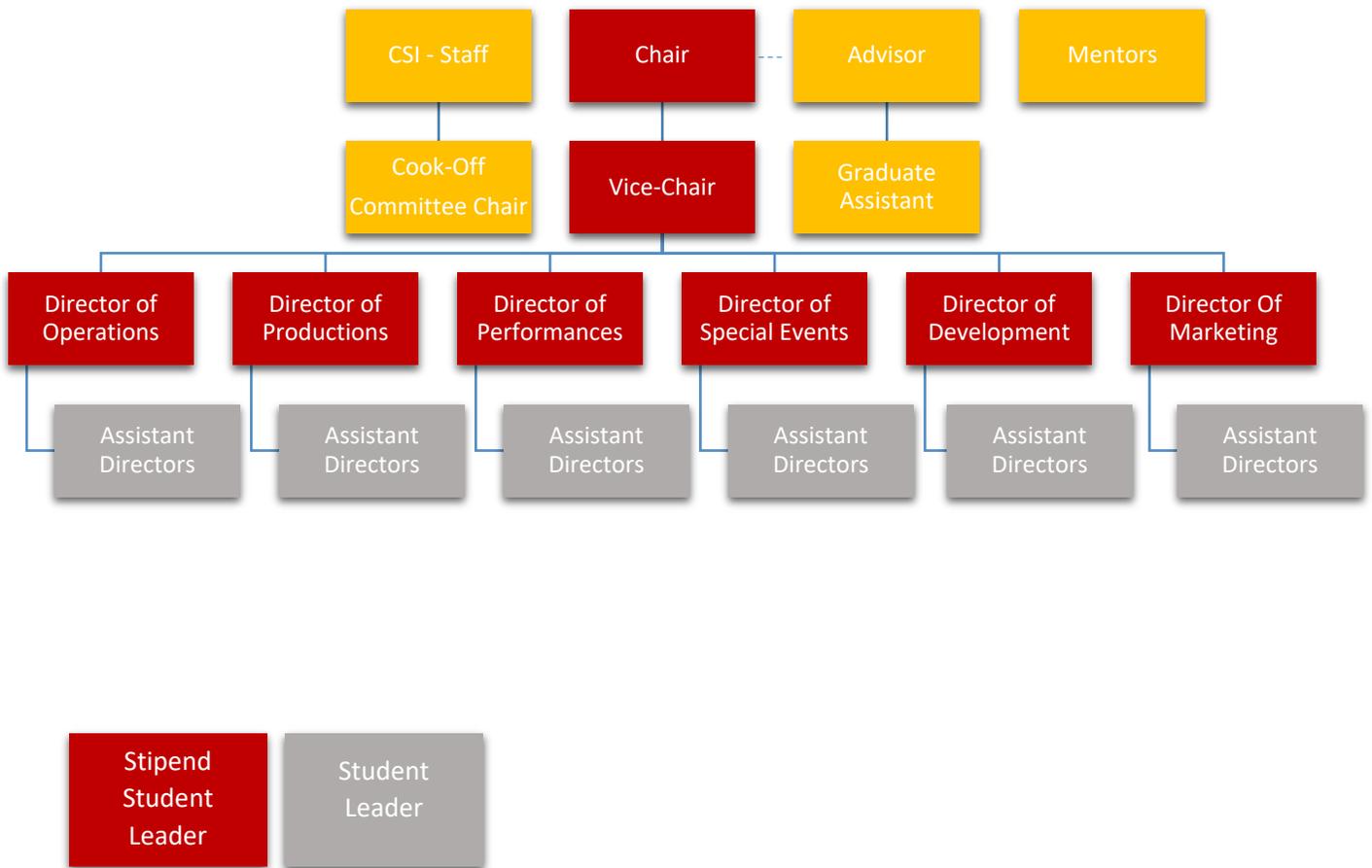
Frontier Fiesta Association (FFA) creates and executes the University of Houston's oldest and longest standing tradition. Our mission is to unite the student body, faculty, staff, alumni, and Houston community for a three-day western themed event. We strive to provide a low to no cost event to attendees that embraces our diversity, strives for inclusivity, and provides a place where everyone can come together and feel like they belong.

Frontier Fiesta is comprised of a Board of Directors; eight student leaders that over the course of nine months (with the assistance of advisors, mentors, alumni, faculty and staff) plan, program, and execute the largest fee-funded event at the University of Houston. Aside from the Board of Directors, FFA collaborates with an incredibly broad range of campus partners such as the Division of Student Affairs and Enrollment Services (DSAES), our fellow fee funded organizations and other registered student organizations.

At Frontier Fiesta, we provide our stakeholders, all 20,000+ attendees, and patrons a place where everyone can feel like they belong. Without funding from SFAC, the size and scope of Frontier Fiesta would be significantly diminished. To help the longest standing and oldest tradition here at the University evolve to meet the needs and expectations of our students, we need your help.

At the event students are introduced to more registered student organizations, University of Houston departments, and Alumni than any other student programmed event on-campus. Because of this, Frontier Fiesta is filled with school spirit, pride, and history e.g. appearances by President Khator, Dr. Walker, performances by the Spirit of Houston (which includes our cheerleaders, mascots, and bands), Cultural Showcase and Live at 5 programs, variety shows by some of the original Greek-lettered participants, Lisa Sachs Hall displaying article of attire, newspapers, and set lists of previous Frontier Fiesta events.

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.



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.

FFA Strategic Initiative 1: Work towards being a more inclusive event by expanding our outreach, increasing cultural activities and partnerships, and engaging with campus partners.

Action Step 1: Collaborate with the Center for Student Involvement (CSI), Center for Diversity and Inclusion (CDI) and Fee-Funded Leaders to determine better ways to get more students to participate in Frontier Fiesta events and activities.

Status: Ongoing

FFA continues every year to work with CSI, CDI and other RSOs to provide more engagement opportunities for the UH and local communities at the Frontier Fiesta event. In 2018, Frontier Fiesta saw a 20% increase of involvement from RSOs and University Departments with adjustments to events like Live at 5 where CDI and CCA collaborated to create an even larger and more culturally diverse opportunity for attendees to engage with our diverse population.

DSAES Strategic Initiative 3: Foster the creation of a global learning community that actualizes and embraces inclusion while preparing students to become active citizens.

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.

FFA Strategic Initiative 2: Increase the amount of programming and activities in Fiesta City while continuing to provide low to no cost for the patrons of Frontier Fiesta.

Action Step 1: Work with vendors to get quotes and contract the programming attractions for the event, such as amusement rides and Family Fun Day activities. Consider alternative contract terms and funding agreements to provide low to no cost participation in these attractions.

Status: Achieved

FFA worked with several vendors to provide various entertainment activities throughout the Frontier Fiesta event. Requests and adjustments were made to allow FFA to charge non-students to participate in the amusement rides at the event.

Action Step 2: Contract out Carnival Booths to increase overall experience and provide RSOs a means of getting involved and attaining funds through varying forms of low to no cost programming.

Status: Adjusted & Achieved

With adjustments in approved one-time requests FFA shifted from contracting vendors for Carnival Booths and focused on engaging with RSOs. FFA increased involvement and participation of RSOs which led to RSOs achieving higher earnings than ever before.

DSAES Strategic Initiative 2: Actualize and leverage the fiscal, human, technological, and facility resources that enhance the student experience.

UH Strategic Goal 5: UH will be known for its accomplishments locally and nationally.

FFA Strategic Initiative 3: Continually update development plan that enables Frontier Fiesta to identify and utilize more sponsorships and build tighter relationships with outside entities.

Action Step 1: Maintain or renew existing sponsorship contracts

Status: Achieved

FFA was able to retain all of the previous year's sponsors and increased the number of sponsors at the Frontier Fiesta event. FFA continues to seek out opportunities with other potential entities.

Action Step 2: Develop a list of potential sponsors including businesses from the Cougar 100 to increase the pool of available contacts

Status: Achieved

FFA developed a list of over 500 potential business entities through which FFA may be able to ascertain sponsorships or donations from.

Action Step 3: Develop targeted and personable approaches in searching for potential sponsors, like performing in person meetings, door to door engagement, handwritten notes or promotional item bag/baskets. To give FFA a better chance of acquiring and creating a long-lasting relationship with the Houston community.

Status: Achieved

FFA developed scripts and outreach tactics to engage with potential sponsors and donors to help create personalized interactions focusing on the mutual benefit of engaging with the Frontier Fiesta event.

Action Step 4: Utilize University of Houston and Frontier Fiesta alumni to assist in obtaining contacts that could potentially become donors or sponsors.

Status: Ongoing

FFA meets monthly with the Frontier Fiesta Alumni Association and works alongside the Office of Advancement to ensure that FFA has most updated contacts for potential supporters.

DSAES Strategic Initiative 2: Actualize and leverage the fiscal, human, technological, and facility resources that enhance the student experience.

DSAES Strategic Initiative 6: Create and engage in strategic partnerships.

UH Strategic Goal 6 – Resource Competitiveness: UH will build a resource base that enables it to accomplish its mission and realize its vision.

FFA Strategic Initiative 4: Create, revise and implement training procedures, standard operating procedures, and position specific manuals for all roles on the Frontier Fiesta Association Board to ensure long term success of Frontier Fiesta.

Action Step 1: Work with FFA Advisors and Mentors to determine the scope of training necessary for each position on the FFA Board. Using the information provided create training manuals to go along with our transition documentation.

Status: Achieved and Ongoing

FFA adjusted and updated existing documentation to provide better training to the incoming FFA board. Additionally, revisions have been made to the on-boarding processes as well as the fall semester retreat to help ease the adjustment of incoming members while also providing clearer guidelines and expectations.

Action Step 2: Update task tracker dates and action items, include the revised task tracker with all transition documentation.

Status: Achieved

FFA provided task trackers and actionable items in the transitional documents provided to the incoming board. FFA also updated task trackers and provided them to all incoming board members to expedite processes.

Action Step 3: Create list of vendors contacted and vendors used to throughout the year to be provided in transition documentation

Status: Achieved and Ongoing

FFA developed a list of all contacts for both contracted and non-contracted vendors. This list covers all board positions and is a living document that will be updated as new information or opportunities arrive.

DSAES Strategic Initiative 2: Actualize and leverage the fiscal, human, technological, and facility resources that enhance the student experience.

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.

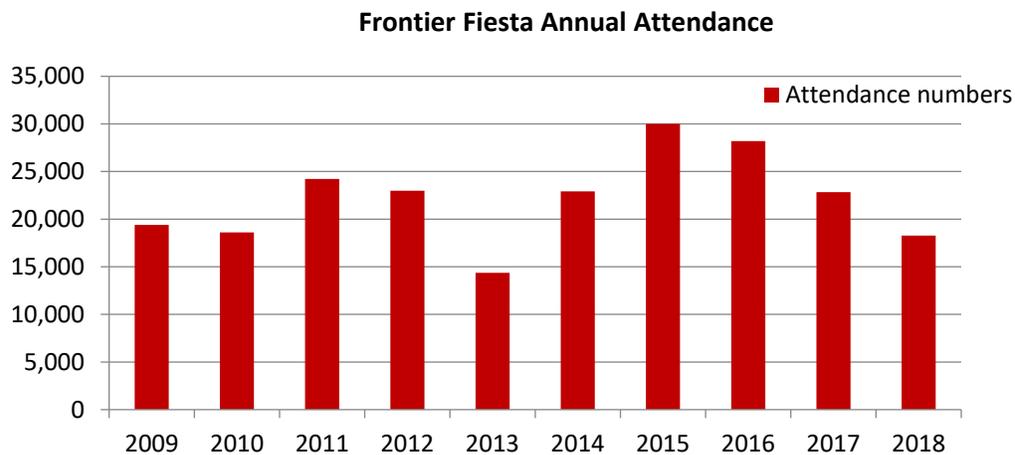
FFA distributed surveys, tracked attendance and hosted debrief meetings to evaluate its success in achieving the goals and action steps.

Student Surveys

In 2017-2018, FFA encouraged survey participation by giving out free shirts at Weeks of Welcome events and other promotional items at tabling sessions throughout the fall semester. FFA focused on engaging with incoming, transfer, and commuter students for most of the audience. This survey pertained to what style of music genre and artist students would like to see at Frontier Fiesta, what they enjoyed about the event in the past, and how the event could be improved.

The survey received 619 respondents a 30% increase from the previous year. Of the respondents, the activities that students said they wanted to see most at Frontier Fiesta were amusement rides and attractions with 36.84% and concerts and performances with 27.15%.

Attendance



In 2018, Frontier Fiesta was challenged with a late headlining artist contractual process due to having pooled concerts funds. Hurricane Harvey shifted the football schedule thus pushing Homecoming back further in the year. As such, Frontier Fiesta was able to provide limited marketing prior to the event for the artist's performance, the Monday three days before the event. Additionally, the artist fell ill the day of the event which led to the artist failing to arrive and perform on the last day of the event. This led to the cancellation of the headlining artist portion even though the artist's band still performed on stage. Thus, attendance on last day never saw the ramp up of attendees as seen normatively at Frontier Fiesta over the years.

The 2018 numbers are the most accurate reflection of any attendance in history with the use of turnstiles on-site at the event as opposed to hand clickers as well as new processes implemented for swiping in student. Additionally, adjustments to programming opportunities saw a significant increase in attendance on Thursday night with a slight increase attendance on Friday in comparison to years prior.

Benchmarking

FFA sought out comparable events and activities across the southern region of the United States and was unable to find 3-day festivals that were funded by universities and that were led by student organizations. As it stands Frontier Fiesta is entirely unique in its endeavors across the region. There are some 3-day festivals found in the northeast and Canada that exist, however the institutions that have these events and activities have yet to respond to numerous requests for figures, structure, and planning information for these events and activities.

Debrief Meetings

Following the event, FFA held debrief meetings with multiple organizations and departments that participated in Frontier Fiesta. Groups included Frontier Fiesta Directors, Mentors, staff and student volunteers, UH Dining, Cook-Off Committee, UH Alumni Association, and our on-site vendors. Continual implementation of this process, has provided FFA with constructive feedback detailing what went well and where improvements could occur for future events and activities. Examples of our feedback are attached in the appendix.

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.

Frontier Fiesta received \$225,142 in one-time funding for FY2018 for operational and productions expenses to accommodate the increase in the scale of the event. With these additional funds, FFA was able to create and update several fronts such as Dr. Walker's Provisions, TDECU Bank, restrooms, and two new generic fronts. These fronts house everything from our retail food, beverage, and merchandising space to our bank and lavatories. The generic fronts were designed and built so organizations new to the Frontier Fiesta event have an opportunity to participate without prior building and construction experience for organizations to get involved. The operational funds that went towards event execution allowed FFA to provide a safe, secure and quality event with a variety of activities for the UH campus community.

Frontier Fiesta received the lowest negotiated parking rate per spot in recent history with the total bill coming out to \$24,893.38 for Parking and Transportation Service. Frontier Fiesta took up more parking lots 20a, 20c, 21b, and 650 spaces in the East Parking Garage and we paid nearly \$10,000 less than the previous year. The Transportation and Parking Advisory Committee requests FFA pay visitor rate with a 50% discount for University of Houston organizations. The visitor rate cost is \$10 per day. This upcoming year, the cost will transition for \$12 a day. FFA has successfully negotiated down from \$10 per day in FY15 to \$5 per day in FY16 to \$4 per day in FY17, and in FY18 we paid the actualized rate per

space plus a 25% administrative fee. The request for this year will be the similar but adjusted for the increased parking pass costs.

6) If your unit concluded FY2018 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.).

Frontier Fiesta is returning \$1,052.21 of SFAC funding which is below the \$5,000 threshold.

7) Please list your unit's 2019-2020 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.

FFA Strategic Initiative 1: Work towards being a more inclusive event by expanding our outreach, increasing cultural activities and partnerships, and engaging with more campus partners.

Action Step 1: Collaborate with the Center for Student Involvement (CSI), Center for Diversity and Inclusion (CDI), and Registered Student Organizations to provide more ways to get students involved and engaged with Frontier Fiesta events and activities.

Action Step 2: Assess students and Registered Student Organizations through surveys and at tabling sessions to determine what students and organizations want to see and participate in at Frontier Fiesta

Action Step 3: Assess event participants after the event to determine in what ways Frontier Fiesta was successful and how Frontier Fiesta could continue to develop and grow to better represent and engage with members of the UH and Houston communities.

DSAES Strategic Initiative – Student Success: Champion exceptional opportunities and services to support all UH 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.

FFA Strategic Initiative 2: Increase the amount of programming and activities in Fiesta City while continuing to provide low to no cost for the patrons of Frontier Fiesta.

Action Step 1: Work with vendors to contract programming attractions for the Frontier Fiesta event, such as amusement rides and Family Fun Day activities. Consider alternative contract terms and funding agreements to provide low to no cost participation in these attractions.

Action Step 2: Provide RSOs opportunities to attain and utilize space at Frontier Fiesta to engage with attendees by providing low to no cost activities and attractions.

Action Step 2: Provide Alumni organizations a means of getting involved and attaining funds through varying forms of low to no cost programming.

DSAES Strategic Initiative – Partnerships: Forge and strengthen partnerships to expand our reach into the university and greater community.

UH Strategic Goal 5: UH will be known for its accomplishments locally and nationally.

FFA Strategic Initiative 3: Continually update development plan that enables Frontier Fiesta to identify and utilize more sponsorships and build tighter relationships with outside entities.

Action Step 1: Maintain or renew existing sponsorship contracts

Action Step 2: Develop targeted and personable approaches in searching for potential sponsors

Action Step 3: Utilize University of Houston and Frontier Fiesta alumni to assist in obtaining contacts that could potentially become donors or sponsors.

DSAES Strategic Initiative – Resources: Evaluate, actively pursue, and leverage resources to enhance the UH experience.

DSAES Strategic Initiative – Partnerships: Forge and strengthen partnerships to expand our reach into the university and greater community.

UH Strategic Goal 6 – Resource Competitiveness: UH will build a resource base that enables it to accomplish its mission and realize its vision.

FFA Strategic Initiative 4: Revise, update, and implement training procedures, standard operating procedures, and how-to guides to help develop future Boards of Directors and to build relationships with organizations that have never participated in Frontier Fiesta.

Action Step 1: Work with FFA Advisors and Mentors to revise and update the scope of training necessary for each position on the FFA Board. Using this information revise and update training manuals to go along with our transition documentation.

Action Step 2: Update task tracker dates and action items, include the revised task tracker with all transition documentation.

Action Step 3: Revise and update the list of vendors contacted and vendors used to throughout the year to be provided in transition documentation

Action Step 4: Create and publish how-to guides on how to build fronts, write scripts, direct performances, and apply for additional resources like funding through AFB or usage of the Frontier Fiesta pre-made fronts.

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 FY2020 base funding is extremely limited and recognizing that it is likely that some units will not be allocated the FY2020 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 FY2019 base Student Service Fee budget and provide a line-item explanation of where budgetary cuts would be made.

If a 5% reduction is to occur, \$8,663.00 of already issued base funds, Frontier Fiesta would be cutting funds to Marketing or Operations. Specific cuts would relate to either event size with reductions in physical fronts leading to fewer performances and reduced opportunities for engagement with our UH and local partners or to the event shirts, signage, and newspapers. There is very limited room for decreases within our allocated base budget, hence the continued base augmentation requests that occur annually.

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.

Frontier Fiesta funding is unique in its size and scope compared to other student-fee based registered organizations. Being such a large event on campus, FFA is not able to operate without the support of a wide variety of funding sources. As a result, the organization annually reaches out for multiple sources of external funding. These sources of funding include alumni donations through our Committeemen Program, partial recuperation of costs from variety shows, amusement rides, cook-off, and corporate sponsorships.

As a part of our efforts to engage the Houston community and enhance our programming efforts, the Frontier Fiesta Association seeks out corporate sponsorships. Our event attracts upwards of 20,000 attendees in a three-day period which offers the opportunity for corporations to receive significant publicity at the event. Opportunities for corporate sponsor logo placement at Frontier Fiesta includes event t-shirt, advertising in our official Gazette newspaper, as well as banners placed on the entrance of the event. Specific benefits of sponsorship are tiered based on the cash value of donations or in-kind gifts provided.

In addition to corporate sponsorships, FFA has the Frontier Fiesta Alumni Association that continues to strengthen ties with past Frontier Fiesta members and the current Frontier Fiesta team. The Frontier Fiesta Committeeman program consists of Frontier Fiesta alumni and friends. The program, in years past, has consisted of yearly and lifetime committeemen. Alumni provide donations throughout the year and participate in Frontier Fiesta activities.

Frontier Fiesta also collects site fees from Variety Shows to provide partial recuperation of costs (tents, stages, A/V, tables, chairs, etc.)

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 no overlap with Frontier Fiesta and another unit.