

## Question 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 University Sponsored 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

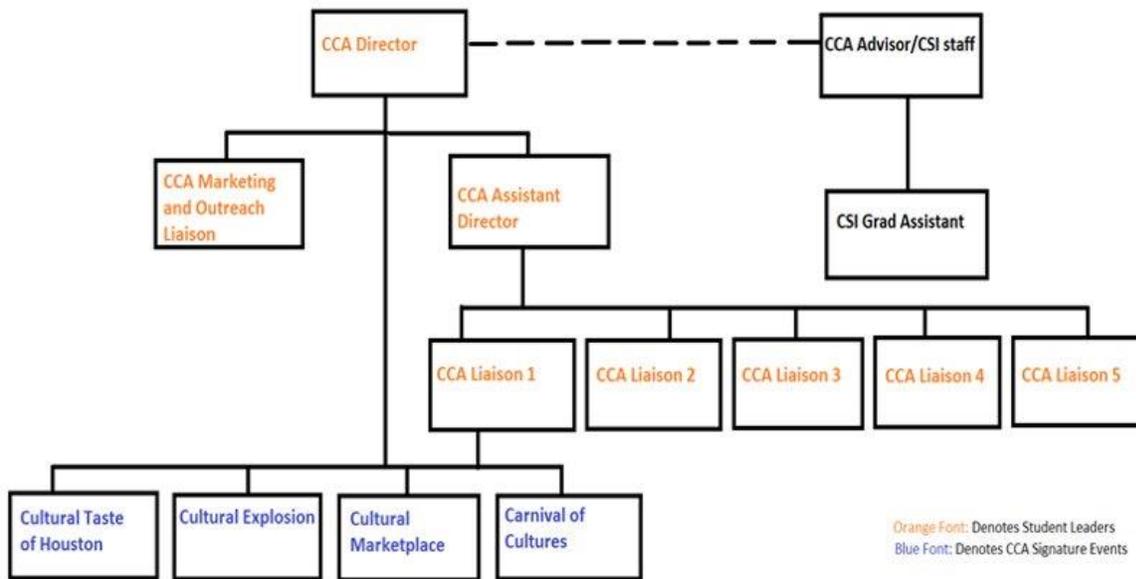
Justification:

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 CCA 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 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. In addition, CCA hosts four (4) signature events throughout the academic year with the main finality of incorporate different cultures, both local and international, into the UH community to incentivize cultural awareness and inclusivity at the campus.

## Question 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 2019-2020



### Question 3

List your unit's strategic initiatives and action steps identified for the 2018-2019 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: 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.

**Status: Achieved and ongoing**

CCA's overall attendance increased 15% from 3374 to 3877 attendees. While there was an increase in attendance overall, we did face some programming challenges that affected our attendance. It is due to the fact that Cultural Marketplace had to be rescheduled due to rain and which reduced the number of organizations that could participate and also the number of attendees at the event. Cultural Explosion was hosted on a Wednesday, statistically, the evening events hosted on Tuesdays and Thursdays tend to do better on this campus but due to the unavailability of the space on those days, CCA had to schedule the event on Wednesday. Cultural Explosion is also a part of International Education Week that helps us to reach out to a wider audience as this week is in collaboration with different departments on campus. CCA also hosted information session for RSOs to market CCA's resources, and hosted mixers to foment RSO collaboration and create new connections among CCA member organizations

**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.

**Status: Achieved and ongoing**

CCA used different social media platforms to promote RSO's co-sponsored events and reach out to wider audience on campus. CCA made sure to tag UH GetInvolved which helped in reaching out to wider audience and resulted in significant increase in followers and number of likes on all the platforms.

**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.

**Status: Achieved and ongoing**

CCA collaborated with 15 departments/organizations on campus (International Student and Scholar Services, Center for Student Involvement, Center for Diversity and Inclusion, Women and Gender Resource Center, Residence Halls Association, Student Government Association, LGBTQ Resource Center, Student Housing and Residential Life, Urban Experience Program, UH Global, Student Program Board, Bangladeshi Student Association, International Student Organization, Student Centers,

Homecoming, Frontier Fiesta). By collaborating with all these organizations CCA was able to expand its participation in a vast variety of programming events with cultural backgrounds.

Cultural Taste of Houston- collaborated with International Student and Scholar Services, Center for Student Involvement, Center for Diversity and Inclusion, Women and Gender Resource Center, Residence Halls Association, Metropolitan Volunteer Program, Dean of Students Office, and Student Government Association

Cultural Connect Week- collaborated with Center for Diversity and Inclusion to celebrate different cultures

Let's get sexED- collaborated with LGBTQ Resource Center and Student Program Board to bring Ignacio Rivera to campus

International Mother Language Day- International Student Organization, Student Government Association, Bangladeshi Student Association

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

***Status: Achieved and ongoing***

CCA established a maximum cost per student for all the co-sponsored events. The board also analyzed all the proposals in a more thorough way to make it more consistent review of expenditures and made on-going recommendations of cheaper vendors and more inclusive and learning experienced for attendees.

**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.

***Status: Achieved and ongoing***

CCA increased the education component in all signature events and included attendees to be a part of this learning process. Cultural Taste of Houston - we had Cultural food facts about Houston. Cultural Explosion - Included Cultural Trivia. Cultural Marketplace - All participating orgs had educational piece. Carnival of Cultures - Each continent had educational component and activity. Our baseline data that showed 91% of attendees learned something about another culture.

**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.

***Status: Achieved and ongoing***

CCA was a part of Cultural Connect Week hosted by the Center for Diversity and Inclusion in the Spring Semester. However, due to unforeseen weather, Cultural Marketplace had to be postponed to the week after Cultural Connect Week.

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

***Status: Achieved and ongoing***

We created committees for our mixers, banquet, Cultural Explosion, reaching out to RSOs for membership, reaching out to non-returning member RSOs. These committees helped CCA internally in regards of event structuration, event planning specifics such as decoration, educational components, outreach to RSOs, and rundown. This resulted in more efficient event logistics were liaisons could step in at any situation that required further assistance.

**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.

**Status: Achieved and ongoing**

CCA increased the number of restaurants contracted from 17 in 2018 to 19 in 2019 and vendors from 5 in 2018 to 7 in 2019. Additionally, we increased the number of committee members, performances, henna artists. We also added a big tent for additional weather coverage, included misters located at the ticket lines and at the central main tent, and improved the pre-sale ticket system.

**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.

**Status: Achieved and ongoing**

CCA had Metropolitan Volunteer Program, Dean of Students Office, International Student and Scholar Services, Residence Halls Association, Women and Gender Resource Center, Center for Diversity and Inclusion, Student Government Association and Center for Student Involvement as the campus partners for Cultural Taste of Houston. We were able to reach out to wider audience like international students, residents on campus, gather volunteers, add photo booth, and market our event in new places

**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.

**Status: Achieved and ongoing**

CCA is a part of Weeks of Welcome Committee and hosts Cultural Taste of Houston during that week. This is beneficial for CCA because it allows the office to ask for advice to the different departments conforming the Weeks of Welcome committee when the event is being planned and take into consideration various perspectives to improve the ambiance of the event, while it also creates a sense of inclusion for the event planning process at the committee. Being at the Weeks of Welcome committee gave CCA the opportunity of find new departments to collaborate for the event.

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

**Status: Achieved and ongoing**

CCA sold CTOH tickets online to increase the attendance and to decrease the ticket line on the day of the event. CCA sold in 2019 a total amount of 1370 tickets online before the event which represented an increment of 560 tickets in comparison with the previous year. A total of 186 pre-sale purchases were made in 2019 while in 2018 only 122 pre-sale purchases were done, representing an increase in pre-sale tickets for CCA. Also, CCA included the different restaurants and vendors in the pre-sale website to foment the purchase of tickets.

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

***Status: Achieved and ongoing***

CCA has worked together with campus departments by sending the Cultural Taste of Houston marketing to the Faculty Senate that were distributed amongst different departments in order to increase the attendance of the event. In addition, CCA has sent digital marketing for all the past events to campus departments to reach a broader demographic outside of CCA's direct demographic.

**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.

**Status: Partially achieved and ongoing**

CCA advised RSOs to attend CDI workshops. However, we did not coordinate with CDI to track the RSOs who attended and who did not.

**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.

**Status: Partially achieved and ongoing**

CCA hosted two mixers in the fall and one in the spring semester. CCA had an exponential increase in attendance from the Fall mixer to the Spring Mixer with a total of 56 in attendance. CCA not only used email in order to communicate with RSOs but also social media channels which included Instagram and Facebook. These methods of communication allowed us to reach a broader audience of officers from member organizations that otherwise would not have access to this information.

**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.

**Status: Achieved and ongoing**

CCA highlighted member organization on the website and posted their events on all social media platform. CCA recognized the member organization at the end of the year banquet.

**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.

**Status: On-going**

CCA liaisons met with all 35 member organizations. Liaisons also met the RSOs when needed regarding event planning and collaborations. A survey was sent to our member organizations to collect feedback from previous years and improve our rapport with organizations. The results obtained from the survey indicated that 61% of the organizations used CCA as a funding resource, 44% as a event planning support, 39% for our equipment rental, and 22% as a navigation system for university policies.

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

**Status: On-going**

Updated forms to reduce questions among the proposals. Also updated the budget column to better track the reimbursement process. RSOs can submit all the documents on Get Involved making

everything online. Liaisons also followed up with RSOs in a timely manner. CCA implemented an additional step to the reimbursement process where liaisons check through which receipts would be accepted by Business Services and which need further assistance or clarification.

**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.

**Status: Partially achieved**

Met with CSM several times to utilize their resources. Met with other Marketing officers from university sponsored organizations to share ideas.

**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.

**Status: Achieved and ongoing**

CCA hosted 2 information sessions in the fall and one in spring and hosted one mixer in the spring semester. Hosted 10 tabling events this past year. The attendance both info sessions gave a total of 22 people, and for the mixers a total attendance of 66 students.

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

**Status: Partially achieved**

CCA met with the International Student and Scholar Services, UH Global, LGBTQ Resource Center, Center for Diversity and Inclusion and Center for Student Involvement to increase collaboration opportunities. From the meetings with campus departments CCA was able to identify new possibilities and opportunities that could be addressed in the future.

**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. Students can get involved by engaging in activities at the event itself, volunteering or by joining participating member organizations.

**Status: Achieved**

CCA included interactive educational component in all the signature events. Added greeters to welcome students and talk to them about different components of the events offered.

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

**Status: Partially achieved and ongoing**

CCA improved the website, social media, and event proposal form. The website was updated to reflect CCA's vision and mission while introducing our council liaisons and executive board which allow us to be more personable to the UH population. With the aid of the new Marketing & Outreach liaison, our social medias had an increment both in engagement and content posted. This gave the students an accessible platform to learn about the various events that CCA co-sponsored. CCA updated the event proposal form to simplify the process of funding request for RSOs.

**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.*

#### Question 4

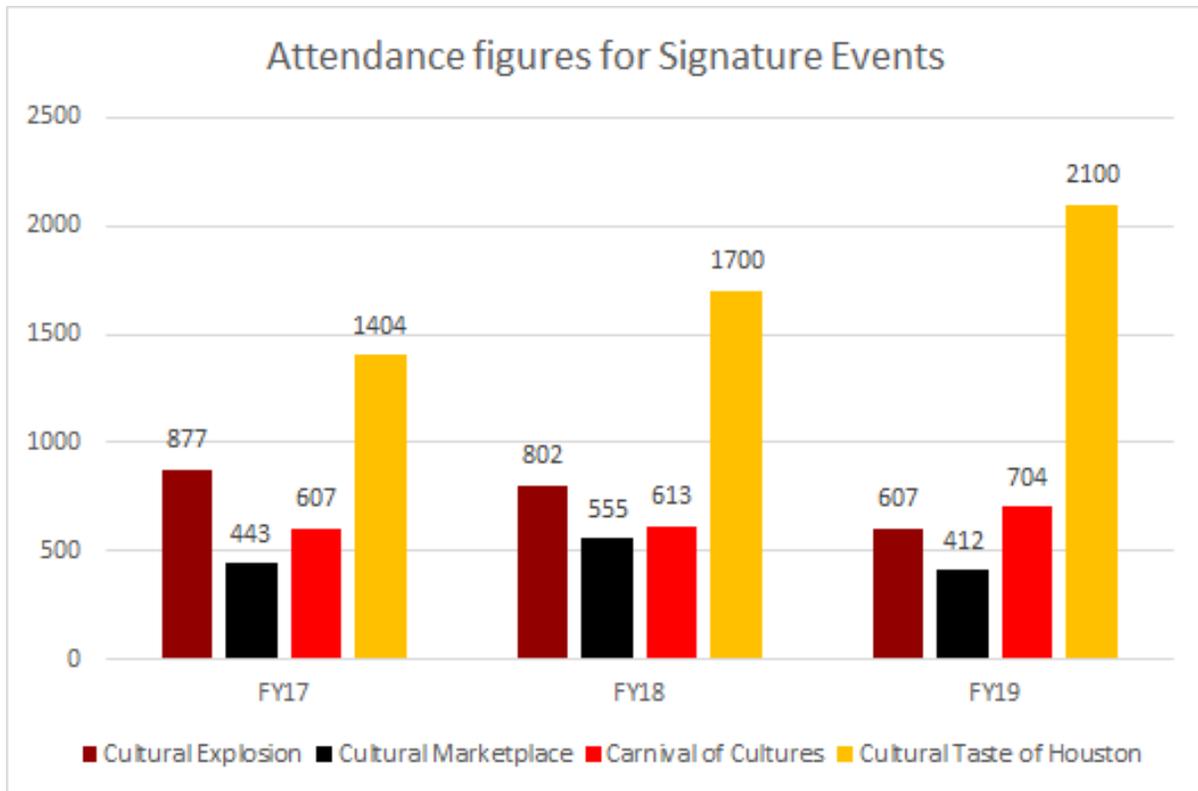
Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned strategic initiatives and/or action steps and their importance as compared to others that you might pursue. Where data exist, discuss the number of persons and/or unique students served by each 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) providing event feedback forms at Cultural Explosion, and (5) card swipes at each event.

**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 university sponsored organizations (3) number of organizations (both member and non-member) reached with co-sponsorships (4) attendees in comparison with the previous year (5) quality of member organizations experience, (6) growth in campus presence and brand recognition over previous years, and (7) social medias follower increment.

**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 an excellent year with attendance and collaboration efforts. CCA served as a true umbrella organization at the university and fulfilled on of its pillars for member organizations. Below is a detailed breakdown of all the partnerships CCA had last year:

Number of Member Organizations	35
Number of Collaborations with Departments, University Sponsored Organizations	70
Number of Co-Sponsored Events by CCA	49
Number of Signature Events	4
Cultural Explosion attendance	607
Cultural Marketplace attendance	412
Carnival of Cultures attendance	704
Cultural Taste of Houston attendance	2100
Total Attendance at Signature Events	3877

### Number of Member Organizations Breakdown

- African Student Union (ASU)
- Ahlul Bayt Student Organization (ABSOU)
- American Sign Language Society (ASLS)
- Bangladeshi Student Association (BSA)
- Black Student Union (BSU)
- Black Pre-Law Student Association (BPLSA)
- Caribbean Students Organization (CSO)
- CoogSlam
- Dhun A Cappella
- Graduate Association of Pakistani Students UH (GAPS)
- Graduate Indian Students Organization (GISO)
- Hallyu Club
- Hindu YUVA
- Houston diShaan
- Houston Jannat
- Houston Hillel
- Indian Students Association (ISA)
- International Students Organization (ISO)
- Iranian Community at University of Houston (ICUH)
- Latin Dance Association (LDA)
- Malaysian Singaporean Student Association (MSSA)
- Mexico at University of Houston (MexUH)
- Muslim Student Association (MSA)
- Nepalese Students Association at UH (NSAUH)
- Nigerian Student Association (NSA)
- Pakistan Student Association (PSA)
- PIE Leadership

- Pratham @ UH
- Roarin' Raas
- Society of Hispanic Professional Engineers (SHPE)
- Students for Justice in Palestine (SJP)
- Students of East Africa (SEA)
- Syrian Student Association (SSA)
- UH Vietnamese Student Association (VSA)
- Venezuelan Student Union (VSU)
- Wushu Kung Fu Club

**Number of Collaborations with Departments, University Sponsored Organization - 14**

Game Night	RHA
Movie Night	RHA & SPB
Party in the Park	CSI
Cat's Back	Student Centers
Glow Party	Weeks of Welcome Committee
Campus Prowl	Weeks of Welcome Committee
Cultural Fiesta	CDI, WGRC, UEP, Frontier Fiesta
Let's get sexed-	LGBTQ. SPB
Cultural Taste of Houston	SGA, RHA, ISSS, WGRC, CSI, CDI
Cultural Explosion	IEW, CDI
International Education Week	IEW committee
Cultural Marketplace	CDI
Fall Fest Tabling	Student Centers
International Mother Language Day	SGA, BSA

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 one of the most racially and ethnically diverse student populations 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.

### **Question 5**

**Please discuss any budget or organizational changes experienced since your last (FY2020) 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.**

CCA did not experience any major budget changes that impacted our programs in FY2020.

### **Question 6**

**If your unit concluded FY2019 with a Fund 3 addition to Fund Equity 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.).**

CCA had an excess of \$4,000 which was originally budgeted specifically for contracted restaurants. However, due to some contracted restaurants not following through the contract requirements or not being present on the event day it was impossible for CCA to use the amount of money for something other than what it was budgeted for. In addition, CCA had to have \$2500 set aside due to the possible scenario that all restaurants were eligible for a monetary compensation of \$1100 for Cultural Taste of Houston after the tickets were counted and the amounts to be paid were defined for each restaurant.

## Question 7

Please list your 2020-2021 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs and Enrollment Services Strategic Initiatives and University of Houston Strategic Goals to which they relate. Larger units may wish to group responses by subprogram. Under each 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: Champion exceptional opportunities and services to support all UH students by: Improving and refining CCA's spring semester signature events**

**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 by creating a focus group with representatives from different departments.

**Action Step B:** CCA will explore possibilities with new campus partners and choose at least two to partner with.

**Action Step C:** CCA will hold meetings with campus partners and UH departments to discuss new collaboration opportunities with a main educational component

**Action Step D:** CCA will work in collaboration with the Center for Student DisAbilities to accommodate students and provide a sense of inclusion

**DSAES Strategic Initiative: Expand diverse experiences on exploration and education while identifying and meeting the needs of our student population through supportive, inclusive environments.**

### **Strategic Initiative 2: CCA will continue better educate student organizations, UH departments, campus partners, and the general student about our mission and the resources we provide**

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

**Action Step B:** Create and provide a brochure/guide to help RSOs understand how to submit a request for funding or equipment rental in a more accessible manner for RSOs.

**Action Step C:** Create a Twitter account to increase reach and understanding of CCA programs and resources.

**Action Step D:** Increase the number of social media posts of CCA Member Organizations promoting their events by tagging CCA on their social platforms.

**DSAES Strategic Initiative: Engage all students to intentionally develop leadership qualities, critical thinking and communication skills, diversity competencies, and personal growth.**

**Strategic Initiative 3: Evaluate, actively pursue, and leverage resources to enhance the UH experience by: improving the internal operations of the Council for Cultural Activities to encourage leadership development and a more efficient organization.**

**Action Step A:** CCA will review and update all forms to provide clarity to organizations.

**Action Step B:** CCA will create training materials for Council Liaisons to guide them through university policies and event planning.

**Action Step C:** CCA will encourage Council Liaisons to actively participate in Center of Student Involvement Leadership opportunities such as SOLAR, the LeadUH workshop series, Ignite, etc.

**Action Step D:** CCA will improve the equipment rental process for CCA Member RSOs and non-member organizations.

**Action Step E:** Edit policies and create an accountability process for equipment reservation and rentals for RSOs and UH departments using CCA equipment.

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

**Strategic Initiative 4: Evaluate, actively pursue, and leverage resources to enhance the UH experience by: improving the experience of organizations hosting cultural event on campus.**

**Action Step A:** CCA will continue to align its funding policies with the Activities Funding Board (AFB) to ease the understanding of funding process for RSOs at UH.

**Action Step B:** CCA will assess Member RSOs to collect their experiences when using CCA's equipment at their cultural events and determine if new equipment is needed.

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

**Strategic Initiative 5: Evaluate, actively pursue, and leverage resources to enhance the UH experience by: exploring opportunities for CCA to advocate for a positive cultural experience on campus for all students.**

**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. CCA will promote recognition of those officers who do attend.

**Action Step B:** 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 C:** Survey organizations after co-sponsoring their events to better understand their CCA brand knowledge, event attendance, and motivation for event collaboration.

**Action Step D:** CCA will explore opportunities for cultural advocacy and representation alongside other campus organizations to promote a positive cultural experience on campus.

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

## Question 8

**Recognizing that the potential to generate additional Student Service Fee income for FY2021 base funding is extremely limited and recognizing that it is likely that some units will not be allocated the new base budget and/or one-time funds requested. Please provide a narrative of how your unit would accommodate a reduction of 5% in your total FY2021 base Student Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made.**

A 5% cut to the CCA budget would be \$7,788. To accommodate this cut CCA would,

**Cut one of CCA's Signature Events, Cultural Marketplace.**

CCA only has four signature events and each play a unique role – however, Cultural Marketplace is the smallest event of the three and currently serves as a way for cultural student organizations to promote cultural awareness and act as a fundraiser for their organizations. Cultural RSOs seek out and request this event each year, however, if there was a cut, it would be this event due to the lower attendance at the event. It would also ease the work of the Board as well because of the heavy logistics of the event.

## Question 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 187 purchases made by different departments and students prior to the event date. This year the overall revenue generated from Cultural Taste of Houston was \$7705.00, an increase in \$2,342.60 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.

## Question 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 agency 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.