



FY23 PROGRAM QUESTIONNAIRE

THE COUNCIL FOR CULTURAL ACTIVITIES

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 (USO) and serves as a source of support and a platform for Registered Student Organizations (RSOs) to actively promote diversity and inclusion of all cultures and peoples to the University of Houston community. CCA accomplishes its mission by:

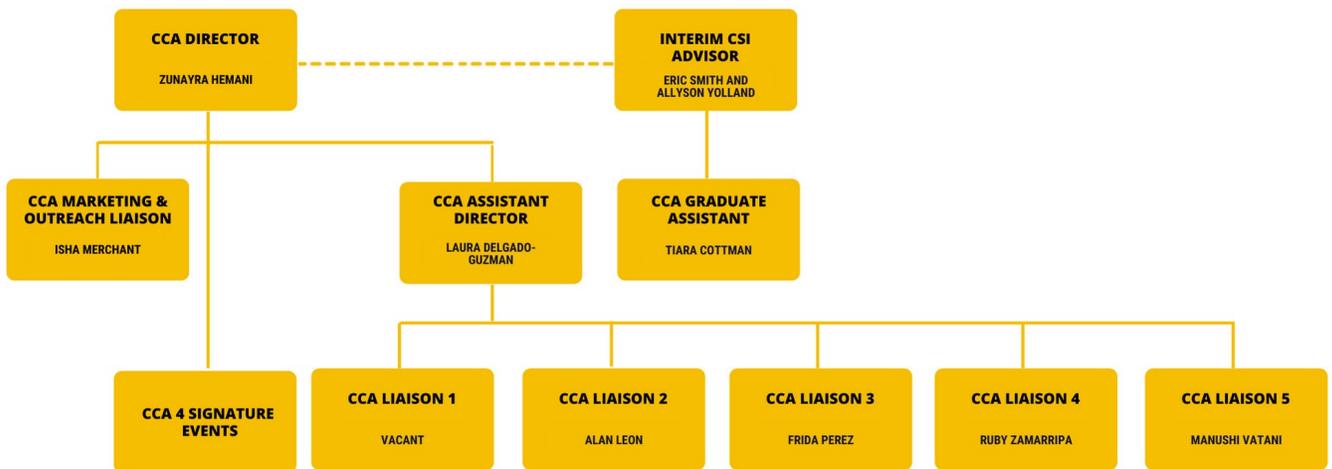
- Celebrating and recognizing the cultural diversity of UH through four signature events: Cultural Taste of Houston, Cultural Explosion, Carnival of Cultures, and a fourth unique event
- Serving as an umbrella organization for CCA member organizations and providing them with financial support and event planning assistance through the co-sponsorship experience
- Cultivating student leaders' ability to empower themselves and others of diverse backgrounds
- Providing collaboration opportunities between RSOs, USOs, and campus departments

Justification: The presence of CCA on campus enhances students' 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 to showcase and share their culture with the UH community. With the support of CCA, RSOs increase the quality and the reach of their cultural events. CCA also provides RSOs with equipment that is instrumental for the success of an event by providing free access to a popcorn machine, snow cone machine, cotton candy machine, coolers, pushcarts, 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 as well as workshops hosted by the Center for Diversity and Inclusion (CDI). CCA is a 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 to 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 2021-2022.



Question 3

List your unit's strategic initiatives and action steps identified for the 2020-2021 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: Supporting RSO student leaders and increase their overall reach and impact at the University of Houston.

Action Step A: Create a recognition process to highlight CCA member organizations on the CCA website and market them through social media. Additionally, promoting CCA member organizations cultural and diversity-related events.

Status: Partially Achieved and Ongoing – CCA has created a recognition process to highlight CCA member organizations in the “Organization Spotlight” tab. CCA has promoted member organizations cultural and diversity-related events on the Instagram stories and for CCA co-sponsored events. In addition, CCA has forwarded email invitations to promote CCA member organizations events. We are still currently looking into ways to increase their reach and impact at UH.

Action Step B: CCA will conduct an end-of-the-year assessment to identify the needs of RSOs and ways CCA can further assist them.

Status: Achieved - CCA has conducted the Fall end-of-the-semester assessment in Fall 2020, and the Spring end-of-the semester in Spring 2021.

- Top findings include that most RSOs are seeking to connect with other RSOs and attract a diverse array of students to their events, not just ones who belong to a specific culture.
- Additionally, a lot of them reported difficulties in event planning and attendance due to the Covid-19 pandemic.

DSAES Strategic Initiative SS.2: *Expand diverse experiences on exploration and education while identifying and meeting the needs of our student population through supportive, inclusive 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: Refining CCA's resources for RSO student leaders to increase their overall reach and impact at the University of Houston.

Action Step A: CCA will update its website, forms used by RSOs and FAQ to increase clear communication about CCAs resources.

Status: Partially Achieved– CCA has updated the constitution, forms used by RSOs and FAQ to have cohesive and coherent language. CCA contacted DSAES IT Services to modify the website to make it more accessible to students.

Action Step B: Create a Vendor ID manual to show organizations step-by-step process on how to obtain a Vendor ID.

Status: Changed– Effective October 26, 2020, University of Houston System migrated to PaymentWorks for vendor registration. CCA can only provide initial guidance on the PaymentWorks setup process and can no longer show organizations the step-by-step process in obtaining a Vendor ID. All questions are now deferred to the Center for Student Involvement.

DSAES Strategic Initiative R.3: *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 3: Improving and refining CCAs Signature Events to expand our reach into the university and the greater community.

Action Step A: CCA will create websites for all CCA signature events to establish more credibility and visibility of these CCA signature events to students and the UH community.

Status: Partially Achieved and Ongoing - CCA contacted DSAES IT Services to create websites for all CCA signature events including: a brief description of the event, photos, and additional information to help establish more credibility and visibility of CCA signature events.

Action Step B: CCA will explore ideas of incorporating unique cultural aspects to enhance cultural education, social interaction, and accessibility at all signature events. CCA will do this by creating a focus group with representatives from different departments (i.e., Center for Student with DisABILITIES, Urban Experience Program, Center for Diversity and Inclusion).

Status: Ongoing– CCA drafted an informational questionnaire to send to representatives from different departments that will be sent in Spring 2022. The purpose of the questionnaire is to get feedback on how the Council for Cultural Activities can better serve students throughout cultural and diversity-related programming and future collaborations and involvement with campus departments.

DSAES Strategic Initiative SS.2: *Expand diverse experiences on exploration and education while identifying and meeting the needs of our student population through supportive, inclusive 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 4: Improving and implementing new marketing strategies to increase CCAs brand awareness to students, faculty and staff, alumni, and the Houston community.

Action Step A: CCA will create a monthly email newsletter to promote CCA member organizations events and share cultural and diversity-related workshops.

Status: Ongoing – CCA created a monthly email newsletter to promote CCA member organizations events and share cultural and diversity-related workshops to the CCA Member Organizations and to the UH community in March 2021. We are working on reestablishing and refining our newsletter for this year.

Action Step B: CCA will establish and maintain a tagline of “Share Community. Celebrate Culture.” on all marketing.

Status: Achieved - CCA included the hashtag “#ShareCommunityCelebrateCulture” on all forms of social media marketing. We will continue to include the hashtag on all of our marketing for this year as well.

DSAES Strategic Initiative R.1: *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 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.

Assessment: CCA conducts assessment by (1) sending out surveys to our member RSOs; (2) collecting feedback from RSOs after each CCA sponsored events in the form of a “Event Receipt Submission; (3) sending out post-event surveys at the end of our Signature Events to attendees, vendors, and volunteers.; and (4) card swipes at each signature event;

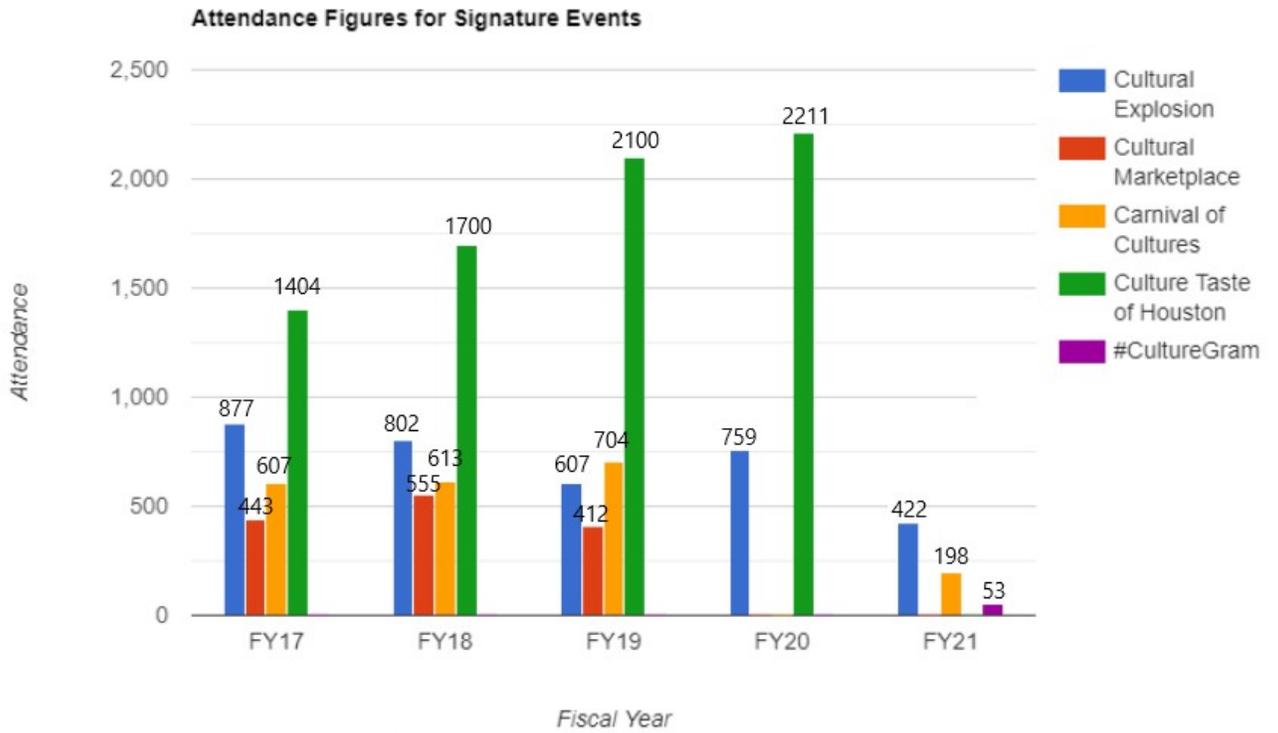
Through these assessments, we learned that RSOs needed more help in navigating universities policies and when requesting co-sponsorship. The CCA co-sponsorship experience was essential for the planning and execution of their events. Additionally, our assessments showed that members of UH community were able to gain knowledge and be exposed to other cultures at UH through our signature events.

Success: CCA evaluates success through (1) number of collaborations with departments and university sponsored organizations; (2) number of approved co-sponsorships; (3) attendees for signature events; (4) quality of member organizations co-sponsorship experience; (5) social media follower count (5127); and (6) total number of CCA Member Organizations (both returning and new). Detailed numbers below

Number of Member Organizations	22
Number of Collaborations with Departments, University Sponsored Organizations	13
Number of Approved Co-Sponsorships by CCA	28
Number of Expended Co-Sponsorships by CCA	9
Number of Signature Events	3

Attendance: Despite the COVID-19 pandemic, CCA had maintained its attendance at its signature event, Cultural Explosion, by adapting to a fully virtual format. In the spring, CCA adopted a new event, #CultureGram and continued Carnival of Cultures in a tabling format. Due

to the pandemic, Cultural Taste of Houston was cancelled for the health and safety of the UH community.



Due to Covid-19, attendance for Fall signature events and collaboration efforts decreased. However, CCA proved to be easily adaptable as it switched the majority of its events to a virtual format due to health and safety concerns. Despite the pandemic, CCA served as a true umbrella organization at the university and fulfilled its mission of serving as a source and platform for cultural-oriented Registered Student Organizations.

Question 5

Please discuss any budget or organizational changes experienced since your last (FY2021) 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 budget or organizational changes since our last SFAC request.

Question 6

If your unit concluded FY2021 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.).

Total Funds to be Returned: \$97,039.08

- RSO Co-sponsorship: Due to the COVID-19 pandemic, CCA was unable to co-sponsor RSO cultural and diversity-related events. CCA had planned to utilize the funds for RSO events if these events were not cancelled.
- Signature Events: Due to the COVID-19 pandemic, CCA was unable to host our Signature Event, Cultural Taste of Houston. CCA had planned to utilize all funds if this event was not cancelled.
- Salaries: Due to the COVID-19 pandemic, and the unpredictability it brought about, CCA was unable to fill all its positions at the start of the term. As a result of this hiring gap, some of the money allocated to salaries was unused.
- Office/General Expenses: Due to the COVID-19 pandemic, the University switched to remotely working, therefore these funds were not needed.
- Travel: Due to the COVID-19 pandemic, CCA was unable to travel to the Spring conference, the I-LEAD and National Student Leadership Diversity Convention.

Question 7

Please list your 2022-2023 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 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: Evaluating the experience of RSO student leaders in the co-sponsorship experience.

Action Step A: Create an end-of-year survey that liaisons will send out to each of their respective Registered Student Organizations in order to assess their experience with CCA and determine areas of improvement.

DSAES Strategic Initiative SS.2: *Expand diverse experiences on exploration and education while identifying and meeting the needs of our student population through supportive, inclusive 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: Refining CCA's resources for RSO student leaders to increase their overall reach and impact at the University of Houston.

Action Step A: Transition to the Finance Tool on GetInvolved for all event proposals and co-sponsorship requests.

Action Step B: CCA will update its forms used by RSOs and FAQ to increase clear communication about CCAs resources and make the website easier to navigate and increase accessibility. Additionally, we will include a section explaining the Finance Tool.

DSAES Strategic Initiative R.3: *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 3: Implementing new marketing strategies to increase CCAs brand awareness to students, faculty and staff, alumni, and the Houston community.

Action Step A: CCA will update and re-establish a monthly email newsletter to promote CCA member organizations events and share cultural and diversity-related workshops.

Action Step B: Create member organizations spotlights for CCA member organizations on CCA social media platforms. Additionally, promoting CCA member organizations cultural and diversity-related events.

DSAES Strategic Initiative R.1: *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 8

Recognizing that the potential to generate additional Student Service Fee income for FY2023 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 FY2023 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 a portion of RSO co-sponsorship funds.

The largest part of CCA funding is designated to RSO co-sponsorship. Because of this, if there were a budget cut, CCA would cut some of the RSO co-sponsorship funds due to this. However, doing so would greatly diminish the influence of cultural and diversity-based Registered Student Organizations on campus and the quality of their programs.

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 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 by being potential future donors. We are hoping to show them that their hard work and continued support will help take CCA to new heights.

CCA only generates revenue from the Cultural Taste of Houston by selling the tickets. However, it is 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. Outside Cultural Taste of Houston and 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 showcases student organizations to expand their reach through their 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. 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 at the University of Houston, CCA is distinguished in the fact that we provide a co-sponsorship experience for RSOs. The co-sponsorship experience is comprised of 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. CCA can provide leverage to underrepresented cultural RSOs that require the support and the exposure that they deserve through marketing assistance. We also do not co-sponsor conferences or banquets, which are not free and open to all UH students.

Some more differences that CCA has from AFB are,

- CCA will only fund culturally based programming or events following university guidelines, while AFB will fund any program that follows university guidelines.
- For CCA, there is a \$5,000 limit per year for member RSOs, and a \$2,500 limit per year to nonmember RSOs, while for AFB, there is a \$3,000 limit per academic year for all organizations
- 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.