



SFAC PROGRAM QUESTIONNAIRE FY2023

Chair: Christopher J. Caldwell

Vice Chair: Heavenly Ukejuh

SFAC Questionnaire

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 tradition that was established in 1939. It began as a festival to promote the University of Houston 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 and community of the University of Houston.

Our Mission:

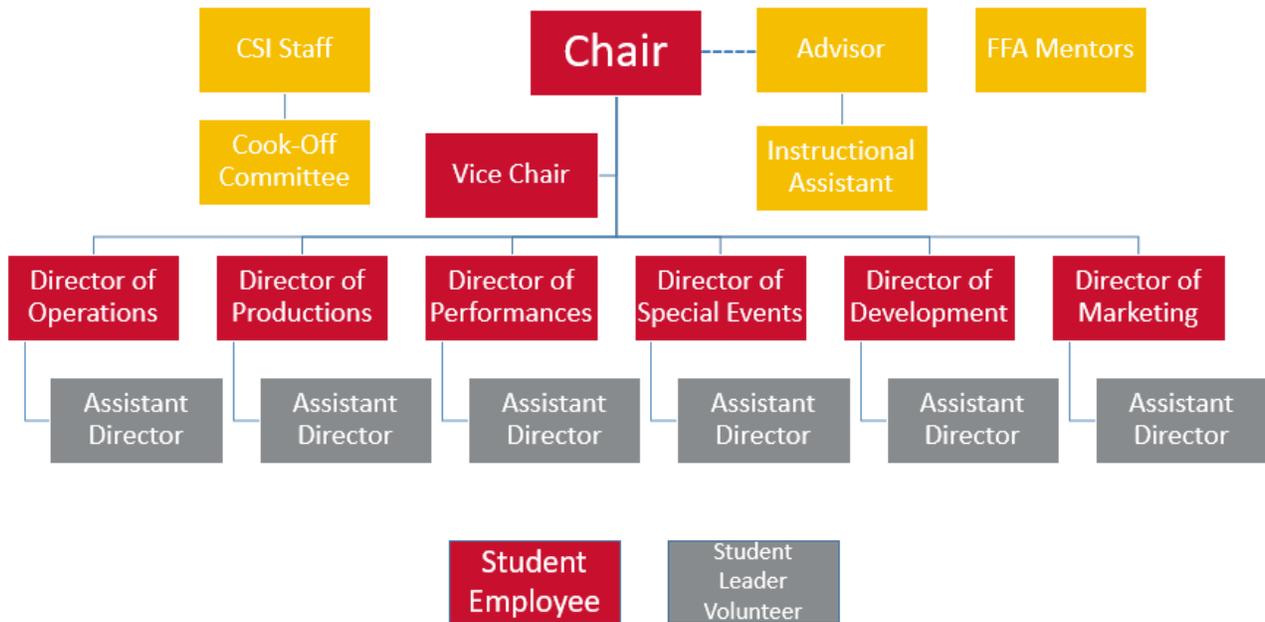
Frontier Fiesta Association (FFA) creates and executes the University of Houston's oldest and longest standing programming tradition. Our mission is to unite the student body, faculty, staff, alumni, and Houston community for a three-day western themed event. We strive to provide a low-to-no-cost event 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 who, over the course of 10 months (with the assistance of advisors, mentors, alumni, faculty and staff), plan, program, and execute the largest university sponsored 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), Chartwells, University of Houston Police Department, UH Alumni Association, fellow university sponsored organizations and other registered student organizations.

At Frontier Fiesta, we provide our stakeholders, all 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 programming tradition here at the University evolve to meet the needs and expectations of our students, we need your help.

The University of Houston partakes in a unique experience where students and community members are given the opportunity to enjoy carnival rides, concerts, programmed events and carnival booths all on campus grounds. Furthermore, Frontier Fiesta is filled with school spirit, pride, and history. From appearances by President Khator and Dr. Walker, performances by the Spirit of Houston (which includes our cheerleaders, mascots, and bands), Cultural Showcases and Live at 5 programs, variety shows by student organizations, and carnival booths run by RSOs and Greek life represent great examples of what the University of Houston community may experience throughout the three days.

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 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.

DSAES Plan (http://www.uh.edu/dsaes/about/strategic_plan.html)

UH Goals (<http://www.uh.edu/about/mission/>)

FFA Strategic Initiative 1: Encourage sustainable leadership qualities and develop personal growth throughout the Frontier Fiesta Board and members.

Action Step 1: Intentionally promote on campus professional development opportunities such as SOLAR and LeadUH programs to members and board officials.

Status: Achieved/Ongoing: The Frontier Fiesta Association continues to work with the Center for Student Involvement to promote various professional development opportunities offered to student leaders such as SOLAR to both board members and volunteers. Board members and volunteer members are encouraged to participate in upcoming LEADUH workshops offered by CSI each week during the FFA board meetings.

Action Step 2: Improve on-boarding training and transition of assistant directors to develop into potential directors. This includes implementing a 360 evaluation for all board members to discuss strengths and weaknesses with the advisor present.

Status: Ongoing/Adjusted: The FFA Board of Directors is working to identify ways to enhance the Assistant Director program and increase retention of Assistant Directors to move into open Director level positions. The board and advisors are working to develop the best way for evaluation of the program and continue to increase and enhance the experience for this student volunteer program.

Action Step 3: Engage students past their assigned positions to ensure that they gain knowledge of the different ways leadership can be applied.

Status: Achieved/Ongoing: Board members from the FFA were encouraged to participate on various leadership development opportunities in order to gain a better understanding on how their learned leadership capabilities could be used outside of their position in the FFA. Board members were also given the opportunity to participate in a resume workshop designed specifically for university sponsored organizations from University Career Services.

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

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: Maintaining a collaborative culture to continue expanding diversity and inclusivity throughout the event while maximizing our resources and budget.

Action Step 1: Contact RSOs, at their earliest convenience, to raise awareness of their potential participation (through variety shows or carnival booths) giving them enough knowledge and time to plan, implement, fundraise, and/or reach out to other possible resources that can help support them monetarily like AFB and CCA.

Status: Achieved/Ongoing: The FFA outreached to several registered student organizations in the Fall semester to promote various opportunities for involvement at Frontier Fiesta. Unfortunately, due to COVID-19 and the transition to Fiesta Live! RSOs were not able to participate in Frontier Fiesta in its traditional form. However, prior to the decision to not host the event in its traditional form, 10 registered student organizations had signed up to participate in variety shows with over 91 student participants.

Action Step 2: Engage with different college departments, alumni, and committeemen to further discuss future programming ideas that to increase involvement we can assist on bringing to fruition to provide their organizations a means of getting involved and attaining funds through varying forms of low to no cost programming.

Status: Ongoing: The FFA continues to work with various partners to identify ways in which they can be involved and host programs at Frontier Fiesta to help mitigate costs taken on by the Association. We continue to work with long-standing partners while also working to identify new partners that we can collaborate with for future Frontier Fiesta events.

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

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

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

FFA Strategic Initiative 3: Increase target marketing and retention of participants at Frontier Fiesta to promote and focus on first time attendees.

Action Step 1: Focus on developing more targeted and personable approaches while implementing a detailed and effective marketing plan to attract students, faculty and staff, alumni, and the Houston community.

Status: Achieved/Adjusted: The FFA worked to develop new and inclusive marketing approaches in order to attract students and UH community members who did not know about Frontier Fiesta. Fiesta Live! marketing focused on bringing students out to various safe and socially distanced events after a year of limited in-person events.

Action Step 2: Provide pre and post event assessments to provide FFA a consensus of what to work on and provide at Frontier Fiesta throughout the years to come.

Status: Not Achieved/Ongoing: The FFA, with anticipation of having a traditional event in the Spring 2021 conducted a survey to ask students what they would like to see at Frontier Fiesta and to understand their knowledge of Frontier Fiesta. Unfortunately, due to the COVID-19 pandemic, the FFA was not able to plan and execute a traditional Frontier Fiesta for the UH community. Since there was no regular event,

a post event survey was not conducted. The FFA is working to bring back the event in traditional form and will be conducting pre and post event surveys.

Action Step 3: Provide new additional programs and activities that cater to all students giving them a sense of belonging in Fiesta thus urging them to stay for the duration of the event all three days.

Status: Achieved/Adjusted: While the FFA was not able to host the traditional Frontier Fiesta, the Board of Directors worked diligently to introduce Fiesta Live! to campus. Fiesta Live! was a series of COVID-19 safe programs to provide students with events that preview what is offered at Frontier Fiesta. While the experience was much different than that of what is offered at Frontier Fiesta, Fiesta Live! provided new and fun programs for students to enjoy despite the pandemic. These included: A Night to Remember, Loteria game night in collaboration with CCA, Splash Zone, Western themed virtual cooking class, I'm A Succa For You in collaboration with MVP, and a drive-in movie presented by the Student Program Board.

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

DSAES Strategic Initiative – Student Success: Enhance assessment of student success by defining measures at the departmental and divisional level with focus on the impact of our programs and services.

UH Strategic Goal 5 – Local and National Recognition: UH will be known for its accomplishments locally and nationally.

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.

FFA distributes surveys before the event to the student population and assess their engagement level and general knowledge of Frontier Fiesta. Based on the results collected, the Board of Directors make informed decision on how we want to plan the next Fiesta and refine our marketing efforts.

Student Surveys

In 2020-2021, the FFA surveyed students at the start of the school year in anticipation of hosting a traditional Frontier Fiesta. Student respondents indicated that the activities they wanted to see most at Frontier Fiesta were 1) amusement rides and attractions 2) concerts and 3) carnival booths, similar to survey results in years past. Because these are the most popular features at Fiesta, the Board prioritizes these activities when planning the event. Despite not being able to hold a traditional event in the 2020-2021 school year, the board still took into account the student feedback and implemented it where appropriate for Fiesta Live!

Attendance

Attendance from Fiesta Live! was dramatically decreased from what the FFA normally sees at a Frontier Fiesta event. The FFA board is working diligently to market Frontier Fiesta 2022 to ensure a large attendance in the return of the traditional event.

Fiesta Live! Total Attendance: 898

A Night to Remember: 249 (Including 24 unique online views)

Splash Zone: 35

Loteria Night (In collaboration with the Council for Cultural Activities): 108

I'm A Succa For You (In collaboration with the Metropolitan Volunteer Program): 151

Western Cooking Class (Fully Virtual): 36

Double Feature Drive-In Movie (In collaboration with the Student Program Board): 278

Benchmarking

FFA sought out comparable events and activities across the United States and found only a few three-day festivals that were funded by universities and that were led by student organizations. Schools that have similar events include Carnegie Mellon University Spring Carnival, Middlebury Winter Carnival, and Thurtene Carnival hosted by Washington University in St. Louis. Although similar, there are no comparable events located in the southern region of the United States. None of the institutions listed responded to requests for figures, structures, and planning information. Additionally, these institutions are not comparable in size or scope to the University of Houston.

Debrief Meetings

Following the week of events, FFA typically conducts debrief meetings with key stakeholders, multiple organizations and departments that participate in the event. 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. While there were no debrief meetings following Fiesta Live! due to the temporary change in what the FFA normally plans, the board is working to ensure feedback from past traditional events is being taken into consideration.

5) Please discuss any budget or organizational changes experienced since your last (FY2022) 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.

The FFA typically works throughout the year to secure a number of event sponsorships in order to enhance the offerings at Frontier Fiesta. Sponsorships from companies such as Silver Eagle Distributors, TDECU, KIND, and more help to fund additional activities that are not supported by base augmentation and one-time SFAC funds. Unfortunately, due to the global pandemic and its effect on businesses, FFA did not receive sponsorships in which we rely on to fill gaps in our budget.

In addition to this, we request donations from alumni and event supporters each year to help support the longevity of the event. However, we saw a significant decrease in donations and gifts to Frontier Fiesta this year. In FY20, Frontier Fiesta was able to raise well over \$19,000 prior to the cancellation of the event. In FY21, the FFA received only \$75 in donations. The board is working diligently to connect with alumni and supporters to increase fundraising efforts this year.

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.).

Frontier Fiesta is returning \$213,762. \$188,300 of that is maintenance and operations fund and \$25,462 as unspent student wages.

This was due to the inability to have a traditional Frontier Fiesta and gaps in student employment at various times during the year. With the limited number of guests allowed for in-person, combined with the lower costs of virtual events, Fiesta Live! did not incur the same costs as what was provided. Without the traditional event, some of the costs approved in one-time requests were either not as significant, or not needed at all.

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 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.

FFA Strategic Initiative 1: Identify ways to increase inclusivity and involvement of various RSOs, campus departments, and community members in programming at Frontier Fiesta.

Action Step 1: Explore ways to enhance current partnerships with various RSOs and departments to increase collaborative programming opportunities at Frontier Fiesta.

Action Step 2: Collaborate with cultural based organizations to provide new programming that fosters diversity and inclusion at the event.

Action Step 3: Partner with the campus departments such as the Center for Diversity & Inclusion and Student Accessibility Center to identify gaps in inclusivity at Frontier Fiesta.

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

DSAES Strategic Initiative – Resources: Pursue and develop resources to address identified gaps and needs.

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: Explore opportunities to enhance community involvement and widespread knowledge of Frontier Fiesta beyond the University of Houston.

Action Step 1: Connect with various community organizations to identify collaboration opportunities to involve members of the Greater Houston area with Frontier Fiesta.

Action Step 2: Review FFA Committeemen program to identify gaps and address ways in increasing involvement from alumni through new programming opportunities at the event.

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

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

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

FFA Strategic Initiative 3: Develop plans to enhance engagement with sponsors and event supporters to increase income opportunities for the event.

Action Step 1: Continue to develop and enhance relationships with current and long-standing sponsors through establishing regular communication updates throughout the year leading up to the event.

Action Step 2: Identify new sponsorship areas within Frontier Fiesta to increase income generation.

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

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

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

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 FY2022 base Student Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made.

If a 5% reduction is to occur, \$9,452.85 of already issued base funds, Frontier Fiesta would be cutting funds to Marketing, Productions, and Operations. Specific cuts would negative impact event size, affecting attendance and physical fronts. This will reduce our ability to accommodate performances, and engagement opportunities with the UH community. For marketing, this cut means lower quantity of giveaway shirts, signage, Gazettes, and low event incentives.

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 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 to multiple sources of external funding. These sources of funding include alumni donations through our Committeemen Program, partial recuperation of costs from variety shows, carnival booths, 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 traditional 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.

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.

Frontier Fiesta is uniquely placed to plan and implement a three-day western themed festival for the University of Houston community, therefore there are currently no overlap within Frontier Fiesta and other units.