

Student Fee Advisory Committee Program Questionnaire FY2024

Student Program Board

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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.

Our mission is to enhance the student experience at the University of Houston and contribute to student engagement by providing inclusive programs that appeal to a diverse community of students. The Student Program Board (SPB) exists to create programs with social, cultural, and intellectual aspects for the student body throughout the year in which all students are encouraged to attend. Each year we host a large variety of on-campus events and provide an escape from the demands and stress that students experience in their everyday life. Our events provide access for students to enjoy leadership building, social interaction, and entertainment right here on campus.

In the 2021-2022 academic year, we programmed a variety of events to enhance the student's experience at the University of Houston. In terms of events, SPB typically hosts an average of 81 programs per year, attracting thousands of unique and returning UH attendees. SPB continues to serve as the primary programming board and entertainment entity, giving rise to a variety of low to no cost events on campus for all students.

SPB recognizes that the college experience should include more than academics, and athletics and wants to promote an interactive environment for students to participate within the University of Houston campus. With the engaging experience that we provide, the organization contributes to the students' overall commitment to the university and their greater sense of belonging in this campus community. Furthermore, we encourage students to persist in their college career and graduate. Students who get involved on campus have been known to be more likely to graduate on time, as well as having an increased connection to the university, which will lead to more involved alumni.

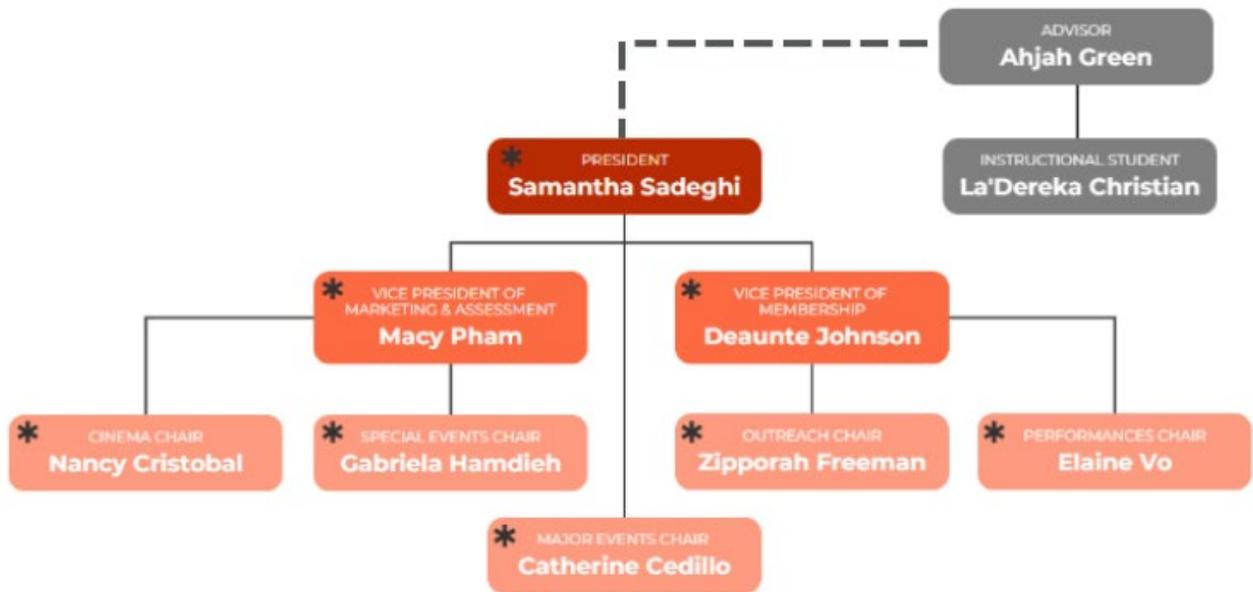
The student fee dollars allocated by SFAC directly impact the quality of our organization and programs. It is SPB's goal to provide SFAC with the information necessary to support our large goals and aspirations not only for the future of our organization but for the future of the University of Houston's overall collegiate experience for students.

2. Provide an organization chart of your unit. Large units may need to have an overview chart and then more specific charts for each program. Where you have multiple staff in the same position (e.g. counselor, advisor, etc.), note this on your chart. Student employees should be cited on the chart and identified as students.

Key:

Positions in Grey represent non-students/CSI Staff.

Positions in the Red gradient identify student leaders, descending in their hierarchal positions in the organization.



*** Paid Positions**

3. List your unit's strategic initiatives and action steps identified for the 2021-2022 academic year and cite the specific Division of Student Affairs (DSA) 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.

SPB Strategic Initiative 1: Explore sponsorship and partnership opportunities to increase availability of funding and resources for events.

Action Step 1: Effectively use partnership resources such as the Sponsorship Packet and RECESS to enlist sponsors for events. Through the delegation of training of one or more Board members and subsequent communication with vendors, new collaborations between these outside vendors can be formed to enrich SPB's programming.

Action Step 2: Foster new relationships on-campus by reaching out and collaborating with at least two new departments/organizations.

Status: Achieved– The Student Program board has strengthened existing relationships by collaborating with 3 on-campus university organizations, in the past year, including the Homecoming Board. Additionally, chairs are encouraged to include at least one organization they could collaborate with when planning SPB Events. Information on enlisting sponsors for events was incorporated into bi-weekly executive board meetings.

SPB's Strategic Initiative 1 falls under the DSA Partnerships Strategic Plan. Under the DSA Partnerships Strategic Plan, having the Student Program Board acquire these services and partnerships would allow for more events to educate and empower campus partners to be our advocates.

SPB Strategic Initiative 2: Improve event quality and increase attendance throughout the year to maximize resources and budget.

Action Step 1: Improve the effectiveness of SPB marketing, physically and virtually, to reach more UH students by using purposeful placement, engaging graphics, and posting marketing when and where students are most likely to interact with it.

Action Step 2: Develop relationships with departments and organizations not currently utilized through collaborations and partnerships with SPB, in order to program events that would attract a more diverse student population.

Action Step 3: Introduce new, thoughtful and attractive aspects to events that will improve the quality of overall programming like backdrop spaces for event pictures, unique vendors, cultural activities and enhanced accessibility additions.

Status: Achieved – The Student Program Board has improved event quality since the previous year by including more hands-on activities at events. Throughout the fiscal year, the Outreach Chair utilized our social media accounts to connect with students digitally while also marketing

our events. The introduction of minigames made our events more attractive to students because it brought a competitive and entertaining aspect. SPB will continue to seek potential sponsorships to increase funding.

SPB's Strategic Initiative 2 falls under the DSA Resources Strategic Plan. Under the DSA Resources Strategic Plan, the Student Program Board will evaluate resources to identify opportunities for efficiency, improvement, and transformation.

SPB Strategic Initiative 3: Enhance the Student Program Board's credibility, success, and leadership development by making efforts to be recognized by national, regional, and/or local entities.

Action Step 1: Send members to national/regional leadership conferences, such as I-LEAD and NACA, whether this is virtually or in-person when deemed safe.

Action Step 2: Submit Award Nominations for aspects of the Student Program Board to entities such as NACA Regional/National conventions and/or Association of College Unions International (ACUI) competitions.

Action Step 3: Submit a presentation proposal to the annual National Association of Campus Activities (NACA) convention.

Status: Partially achieved— The Student Program Board sent two officers to the NACA Live hosted by the National Association for Campus Activities (NACA) this past year. Students and staff were new and not able to submit presentation proposals. However, those members brought back a wealth of leadership, knowledge, and skills that they passed on to the rest of the board. Additionally, due to NACA shifting its award structure, event-based awards are no longer possible to submit for.

SPB's Strategic Initiative 3 falls under the DSA Student Success Strategic Plan. Under the Student Success initiative, SPB will engage all students to intentionally develop leadership qualities, critical thinking and communication skills, diversity competencies, and personal growth.

SPB Strategic Initiative 4: Maintain consistent interaction and engagement between student body and among SPB members.

Action Steps 1: Improve engagement during member socials and general meetings to develop relationships with members. Through encouragement of member input and feedback, and the involvement of members directly within the planning process of events, increased participation from members is expected.

Action Step 2: Use features such as polls, stories, comments, and group messages to increase social media interactions.

Status: Achieved – The Student Program Board created committees underneath each Chair position to increase engagement among the officers and SPB members. Chairs implemented input and feedback from members to improve and strengthen events. The Outreach and Cinema

Chairs collaborated to create polls on our social media accounts to increase social media engagement with the student body.

SPB's Strategic Initiative 4 falls under the DSA Student Success Strategic Plan. Under the Student Success plan, the Student Program Board will enrich the sense of connection, belonging, and shared UH identity among all students.

4. Please discuss the means that you are utilizing to evaluate both your success in achieving the strategic initiatives and/or action steps and their importance as compared to others that you might pursue. Where data exists, 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 this data.

The Student Program Board’s goal is to coordinate events that promote student engagement while also facilitating relationships and creating memories for the student body. In order to do so, we must assess the details of our events. Our assessment includes looking at previous events and understanding where we can improve in the future. After each event, board members debrief about what we did well and what we need to improve on for future events. Doing this allows the board to provide constructive feedback and encourage communication and productive decision-making.

SPB’s assessment tools include, but are not limited to:

- Polls on social media (Facebook, Instagram, Twitter)
 - o This was heavily emphasized over the summer to help plan the fall programming calendar by gaining insight from the general student body.
 - o Further insight is sought out for student input on what films students are interested in the Cinema committee showing, or which artist students would like to see for performances during Homecoming and Frontier Fiesta.

Every chair must complete the program planning file for each event which includes an event proposal, a marketing plan checklist, a survey/evaluation, and an action plan. The evaluation contains information about attendance, total cost, cost per student, student feedback from surveys, strengths and weaknesses of the event, and improvements for future events that are similar to the event hosted. SPB routinely evaluates the marketing plan based on the attendance data collected. How many students attended a particular event is essential to understanding how students may feel about the event. With the help of Event Pass, we can accurately track our attendance numbers.

Student Program Board Fiscal Year	Events	Attendance
Fiscal Year 22	47	15,990
Fiscal Year 21	25*	1,716*
Fiscal Year 20	39	7,714**
Fiscal Year 19	66	21,813
Fiscal Year 18	77	18,900

**SPB event and attendance numbers decreased throughout the fiscal year due to event restrictions, location capacities, and number of students on campus due to the ongoing COVID-19 pandemic.*

*** SPB attendance shows a significant decrease in attendance due to overall fewer events and the cancellation of the Frontier Fiesta concert because of COVID-19 pandemic.*

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.

There have been no budget or organization changes since our last SFAC request.

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.).

The Student Program Board did not conclude FY2022 with a Fund 3 addition to Fund Equity more than \$5,000, SPB had a remaining balance of \$3,573.00.

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.

SPB Strategic Initiative 1: Coordinate inclusive events that keep non-traditional students in mind, to allow them the same opportunity to participate in Student Program Board events.

Action Step 1: Plan events with various time frames, throughout the year, to ensure students who live on campus or commute have multiple opportunities to stop by and enjoy Student Program Board events.

Action Step 2: Create programming for non-traditional activities that aren't available on UH's campus that are relevant to the student body, this will allow SPB to reach a new demographic of students and increase attendance.

SPB's Strategic Initiative 1 falls under the DSA Student Success Strategic Plan. Under the Student Success initiative, SPB will enrich the sense of connection, belonging, and shared UH identity among all students

SPB Strategic Initiative 2: Facilitate effective communication between Student Program Board officers, members, and participants.

Action Step 1: Strengthen the communication between officers and members within the Student Program Board community, and students attending events by sending monthly newsletters and updates.

Action Step 2: Evaluate preferred methods of communication through survey after board meetings to gauge how members prefer to receive information regarding SPB. Open office hours will be posted so members can interact with officers and join committees to help plan events and strengthen leadership skills.

Action Step 3: Promote Lead UH programs that educate and prepare members for future leadership opportunities within the Student Program Board.

SPB's Strategic Initiative 2 falls under the DSA Division Cohesion Strategic Plan. Under the Student Success initiative, SPB will implement staff communication strategies that promote a mutual understanding of who we are and what we do.

SPB Strategic Initiative 3: Help officers and members develop leadership skills to ensure a smooth transition of executive board members.

Action Step 1: Refine transition process for outgoing board members by including recurring responsibilities, ongoing projects, a timeline for planning events, and updating transition documents to improve the incoming board member's experience.

Action Step 2: Have the officers participating in the National Association for Campus Activities (NACA) conference present they learned about leadership, critical thinking, programming, and communication and be able to present and incorporate their new knowledge and skills.

Action Step 3: Develop and implement a mentorship program that allows members to work with the chairs so that they can learn how the position operates.

SPB's Strategic Initiative 3 falls under the DSA Student Success Strategic Plan. Under the Student Success initiative, SPB will engage all students to intentionally develop leadership qualities, critical thinking and communication skills, diversity competencies, and personal growth.

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 3.5%, 5% and 7.5% in your total FY2023 base Student Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made.

A reduction of 3.5% to the FY2023 base Student Service Fee budget is \$6,199.00. To accommodate the decreased funding, some of the Student Program Board events would have fewer attractions and components. For example, SPB's signature event, Winter Wonderland, would have to be scaled down and feature fewer activities. This event has become a tradition on campus over the past decade. With a reduction in our budget, the amount of snow at this highly anticipated event would decrease. The snow is the main attraction and serves a vital function in our annual Winter Wonderland event, therefore, a budget decrease could greatly impact the event attendance. Historically, SPB has 3 specific zones for snow within Winter Wonderland: sledding, snowballs, and snow angels. We would potentially cut the snow angels to reduce the amount of snow purchased. This element of Winter Wonderland continuously brings students back to this event and increases the chance of building a new or deeper connection with the student body.

A reduction of 5% to the FY2023 base Student Service Fee budget is \$8,856.00. In addition to decreasing the amount of snow at Winter Wonderland, our board would cut the food items given out such as hot chocolate, funnel cakes, or any other sweets we have had in the past. We would be unable to distribute T-shirts to students as this is a costly purchase. Taking away these two components of Winter Wonderland would severely hinder the experience that students have during one of our most notable events. In addition, SPB would cut \$2,500 from the Stuff-a-Bear event. Stuff-a-Bear is an event that students have always thoroughly enjoyed in the past; therefore, having to decrease the number of supplies for it would affect attendance and student engagement. Being able to meet student demands and their needs has always been a priority for SPB and reducing the amount of funds for this event would alleviate that priority.

A reduction of 7.5% to the FY2023 base Student Service Fee budget is \$13,248.00. In addition to the previous budget cuts mentioned, SPB would increase the budget cut from \$2,500 to \$7,000 from the Stuff-a Bear event which would dramatically change the structure of the event. Making these cuts to the Stuff-a-Bear's budget, would result in the board having to remove the event entirely. Completely removing this event would affect SPB's overall attendance, impact on campus, and student engagement.

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 Student Program Board did not receive other sources of funds last year.

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

When it comes to any other services provided on the University of Houston campus, as the Student Program Board we are mindful that there are a few other organizations that offer similar services:

- CCA Cultural Programming - provides four campus-wide programs, but with a specific focus on cultural programming
- Registered Student Organizations - provide more organizational-specific programming for UH campus
- InfraRED - offers a wide range of larger scale novelty events that SPB supports by having at least one chair serve as a representative on the committee
- Student Center Film Series – provides free platform for educating and engaging discussions with students about relevant societal issues.

SPB is different because we are holistically looking at the needs and wants of the student body, while assessing student input of what they would like to see at our events.

STUDENT SERVICE FEE Questionnaire

Name of Unit: Student Program Board

Dept#:

	FY 2024	FY 2024	FY 2024	FY 2024
Funding Sources	Base Budget	Amount of 3.5% Reduction	Amount of 5.0% Reduction	Amount of 7.5% Reduction
Student Service Fees- Base Budget	177,117	6,199	8,856	13,284

Expenses		Amount of 3.5% Reduction	Amount of 5.0% Reduction	Amount of 7.5% Reduction
Salaries and Wages				
Full-time Employee Salaries				
Student Workers Wages				
Graduate (GA/IA) Students Wages				
Fringes		-	-	-
Salaries/Fringes Total		0	0	0

Other Expenses					
Winter Wonderland		5,848	5,848	4,732	
Stuff-A-Bear			2,507	7,800	
Admin Charge	Enter %	6%	351	501	752
Other Expenses Total			6,199	8,856	13,284
TOTAL EXPENSE			6,199	8,856	13,284
Amount left to allocate			0	(0)	(0)