

**ACTIVITIES FUNDING BOARD STUDENT FEE  
ADVISORY COMMITTEE QUESTIONNAIRE  
FY 2025 (2024-2025)**



## **STUDENT FEES ADVISORY COMMITTEE (SFAC)**

### **FY2025 PROGRAM 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.

The Activities Funding Board (AFB) is an agency of SFAC that administers approximately 1% of the mandatory Student Service Fee allocation under SFAC bylaws. The Activities Funding Board allocates funding to registered student organizations (RSOs) to maximize programming as well as help RSOs represent the University of Houston at regional, state, and national conferences.

AFB strives to allocate our portion of the student service fee into the hands of registered student organizations that have shown proper planning, innovative ideas, and a desire to benefit the University of Houston campus. Our vision is to better campus life, by investing in our vast number of student organizations through their programs and events.

A clear distinction between AFB and CCA is that our funding is to support and encourage general on-campus programming and RSO's attendance at relevant conferences. In addition, we fund under SFAC guidelines along with other stipulations as depicted in our policies and to ensure that the money is utilized to benefit the student body and campus. By supporting extra and co-curricular events and leadership development from conferences, we spur the growth of all communities within the university.

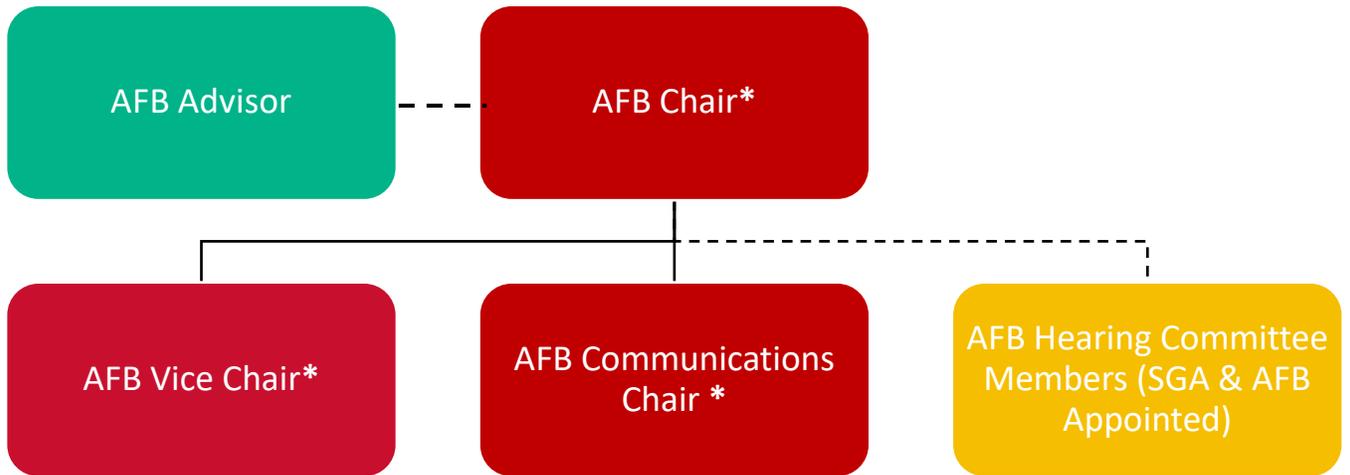
- Each RSO on campus can request a maximum of \$3,000 per academic year (including Fall, Spring, and Summer). A maximum of \$1,000 of this funding can be used on attending conferences and is taken out of the total allocation. If \$1,000 is used for conferences, then the RSO still has \$2,000 to utilize for programming. It is important to note that RSOs do not automatically receive \$3,000, but it is the maximum amount they can request, and the maximum amount that can be allocated to them. Students also have the option to take advantage of our advance pay and direct payment process for qualifying events. This allows groups that lack available funds to host events and have a better opportunity to engage with the student body through their organization.

Our website contains the AFB officers' contact information, a detailed account of the funding process, downloadable copies of necessary forms, as well as scheduled hearings and workshops. AFB requires RSOs to apply for funding and purchase requests through the Finance tool within Get Involved.

Many organizations are taking advantage of our available funds and hosting events on campus that draw in our student population, encouraging interaction, the diffusion of knowledge, culture, and most of all Cougar Pride.

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 you will find the organizational chart for the Activities Funding Board.



***\*University Sponsored Organization Leaders***

3. If your unit falls under the Division of Student Affairs, list your unit's strategic initiatives and action steps identified for the 2022 – 2023 academic year and cite the specific Division of Student Affairs (DSA) Strategic Initiatives and University of Houston Strategic Goals to which they can relate (links below). If your unit does not fall under the division of student affairs, explain, in detail, the strategic plan your unit operated under. Please comment on your success in achieving these strategic initiatives/action steps. If a strategic initiative/ action step changes 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.

DSA: [uh.edu/dsa/about/strategic-planning/2019-2023/](http://uh.edu/dsa/about/strategic-planning/2019-2023/)

UH Goals: [uh.edu/about/mission](http://uh.edu/about/mission)

**The Activities Funding Board outlines its 2022-2023 goals below:**

1. Develop educational materials and refine the systems to cut down on reimbursement time and achieve smoother reimbursement processes.
  - a. Action Steps:
    - Ensure that student organizations understand the complete process through workshops, video creation, and other educational outreach.
      - Status: **Ongoing** – AFB has created educational videos that we have included on our social media and in newsletters sent out to registered student organizations. AFB is actively working on updating all content we currently have in order to ensure it is relevant and accurate.
    - Create a follow-up system to ensure organizations are receiving reimbursements within an appropriate time span.
      - Status: **Ongoing** – AFB has created multiple spreadsheets that are used by the organization to keep track of RSOs funding process. AFB also utilizes the Finance Tool on Get Involved to keep transparency between AFB and RSOs. The AFB Chair meets with organizations to answer any follow up questions. When staffing changes occurred in AFB, Business Services, Accounts Payable, and other departments affecting the AFB funding process this was a challenge for AFB. We are working to overcome this challenge by using the tools set in place.

DSA Strategic Initiative DC4: Foster collaborative divisional processes focused on common goals.  
UH Strategic Goal: 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.

2. Improve organizational outreach through marketing and collaboration to ensure more student organizations are aware of AFB funding
  - a. Action Steps
    - Implement new social media strategies to increase connection with registered student organizations.
      - Status: **Achieved/Ongoing** – To work toward this action step, AFB has worked on several initiatives, including the creation of reels, hosting giveaways, including our content and videos into the Get Involved Newsletter, and regularly posting on social media platforms.
    - Increase student organization communication through consistent email outreach and promotional activities.
      - Status: **Achieved/Ongoing** - In pursuit of this goal, AFB has undertaken various actions, including tabling at Cat's Back, conducting joint information sessions with CCA, and maintaining communication with students through both office appointments and email.

DSA Strategic Initiative R2: Pursue and develop resources to address identified gaps and needs.

UH Strategic Goal: 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.

3. Better promote services AFB has to offer to organizations for better utilization of allocation funds.
  - a. Action Steps
    - Create instructional videos on social media and our website to promote AFB to student organizations.
      - Status: **Achieved/Ongoing** – AFB has created instructional videos on how to create a funding request, creating a purchase request, and the overall AFB process. Our efforts are still ongoing as we recognize the need to develop additional instructional videos to further promote AFB to student organizations. Simultaneously, we are committed to continually updating our website and the Finance Tool to enhance accessibility and streamline the process for student leaders when requesting funding.

DSA Strategic Initiative P1: Educate and empower campus partners to be our advocates.

UH Strategic Goal: 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.

4. Please list your 2024-2025 strategic initiatives and action steps in priority order and if operating under the DSA, cite the specific Division of Student Affairs Values and University of Houston Strategies Goals to which they relate. If your unit does not operate under the DSA, reference the strategic plan your unit operates under. Larger units may wish to group responses by subprograms. 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.

**The Activities Funding Board outlines its 2024-2025 goals below:**

1. Continue to work with University departments & organizations to cut down on reimbursement time and achieve a smoother process.
  - a. Action Steps:
    - Ensure that student organizations understand the complete process through workshops, video creation, and other educational outreach.
    - Create a follow-up system to ensure organizations are receiving reimbursements within an appropriate time span.

DSA Value: Integrity – We hold ourselves accountable for delivering exceptional programs, services, and facilities with care, honesty, and transparency about our processes and outcomes.

UH Goal: Student Success - Provide a Top Tier, Inclusive Educational Experience to All - Make educational programs more financially accessible for all students.

2. Improve organizational outreach through marketing and collaboration.
  - a. Action Steps
    - Implement new social media strategies to increase connection with registered student organizations.
    - Increase student organization communication through consistent email outreach and promotional activities.

DSA Value: Community – We embrace our diversity and work to ensure the University of Houston is a place where everyone feels a sense of belonging and responsibility for the well-being of their fellow community members.

UH Goal: Student Success - Provide a Top Tier, Inclusive Educational Experience to All - Make educational programs more financially accessible for all students.

3. Better promote services AFB has to offer to organizations to increase the amount of funds utilized by RSOs.
  - a. Action Steps
    - Create and develop intentional and targeted marketing to promote resources offered by AFB, including types of payment, to various categories of organizations

DSA Value: Collaboration - Our best work is realized through diverse perspectives, knowledge, and resources within the division, across the university, and with community partners

UH Goal: Student Success - Provide a Top Tier, Inclusive Educational Experience to All - Make educational programs more financially accessible for all students.

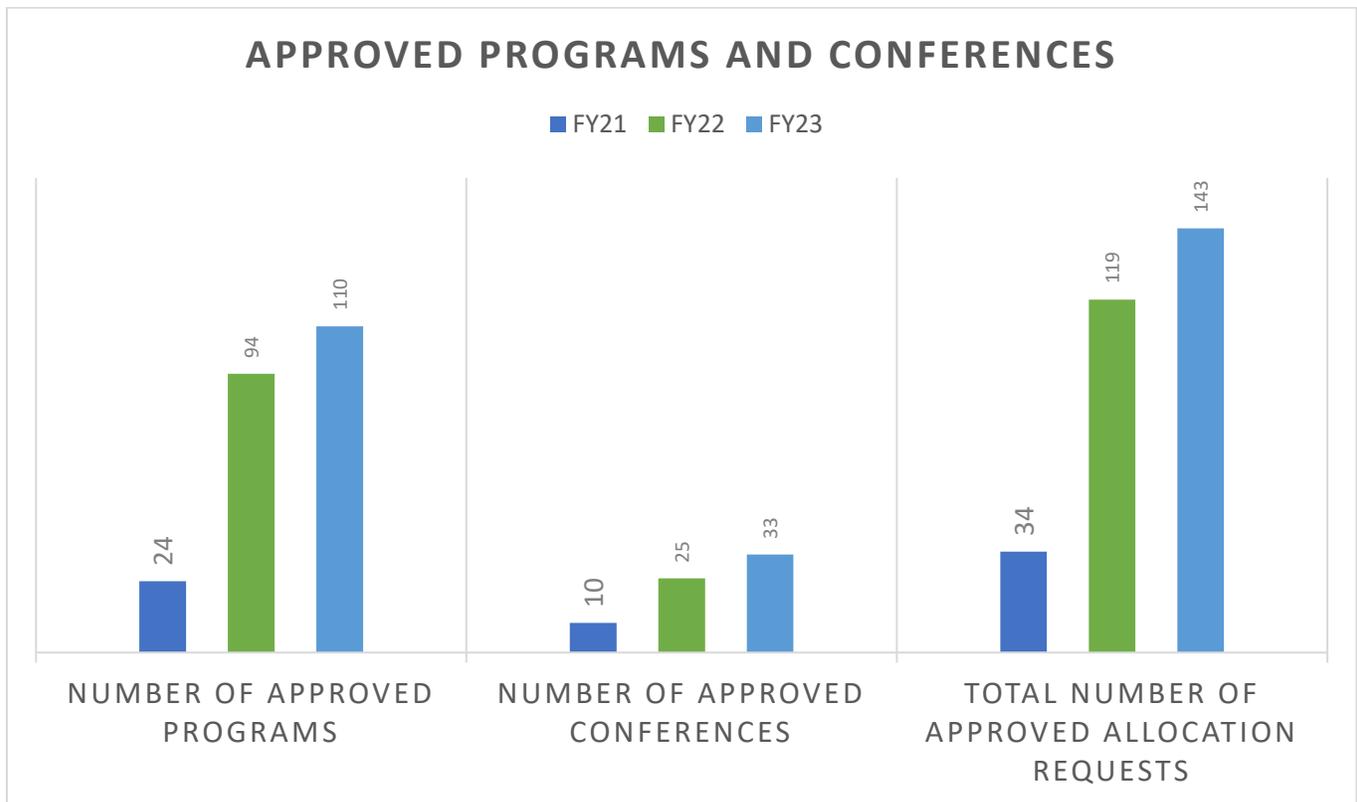
- i. Articulate how KPIs are tracked and how/when your unit utilizes them to measure progress towards your goals. Are there any deficiencies in your ability to measure your KPIs? If so, explain why.
  - a. The KPIs that AFB track to measure progress towards our goals are:
    - i. Fee Allocation
    - ii. Satisfaction with staff

- ii. Identify the milestones laid out on the path to achieving the long-term goals you have laid out. How do these milestones contribute to your unit's ability to hold itself accountable to the long-term goals?
  - a. Milestones to achieving these goals include
    - i. Social media analytics
    - ii. Tracking of promotional activities
    - iii. Tracking percent of reimbursement, advanced pay, and direct pay
    - iv. Amount of education videos / content created
- iii. In your response, identify who (besides the department director) is responsible for each milestone in the plan and for measuring each KPI you have identified.
  - a. The AFB Chair and AFB Vice Chair will be responsible for tracking fee allocation, satisfaction with staff and the percentage of payment types. The AFB Chair and AFB Communications Chair will share responsibility for update the social media analytics, promotional activities, and educational content created.

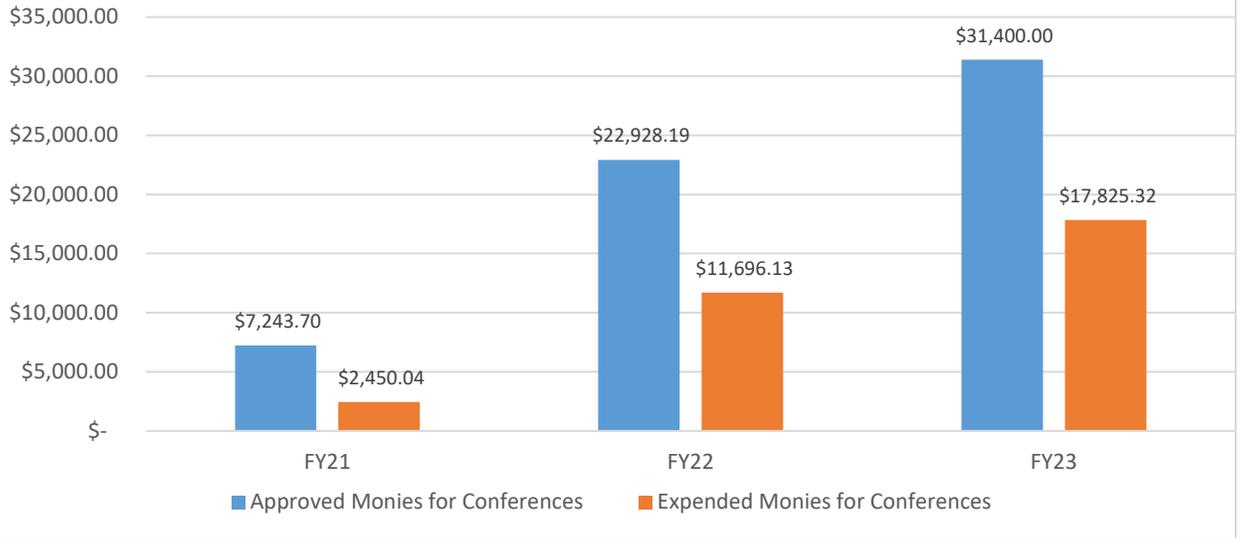
5. Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned strategic initiatives and/or action steps and their importance as compared to others that you might pursue. Where data exists, discuss the number of persons served by each of your programs and any assessment measures and/or learning outcomes used to evaluate program success. Please provide the method for collecting this data. If your unit holds events, please provide revenue sources breakdown of each revenue stream including but not limited to the number of:
- i. Tickets sold/number of attendees recorded – n/a
  - ii. Merchandise –n/a
  - ii. Concessions sold/distributed –n/a
  - iii. Revenue generated from these sales – n/a

To measure our current performance we look at the number of programs and conferences that were approved, the money that was allocated for each event, and the amount that was expended. This, in combination with surveys, give us an idea of how much money from the Student Service Fee is going to what amount of programming at our campus. AFB completed benchmarking with peer institutions but found no data relevant to change processes.

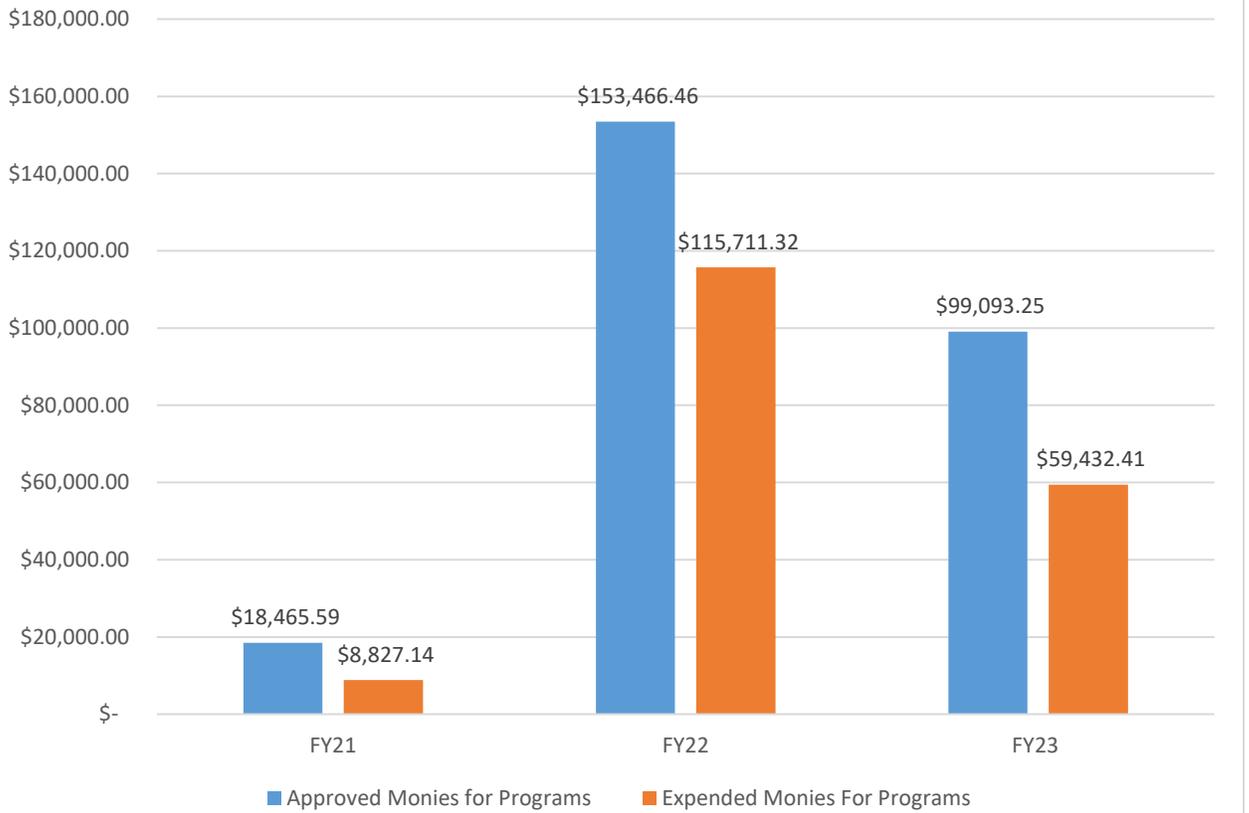
The aforementioned statistics for FY 21, FY 22 and FY23 are listed below.

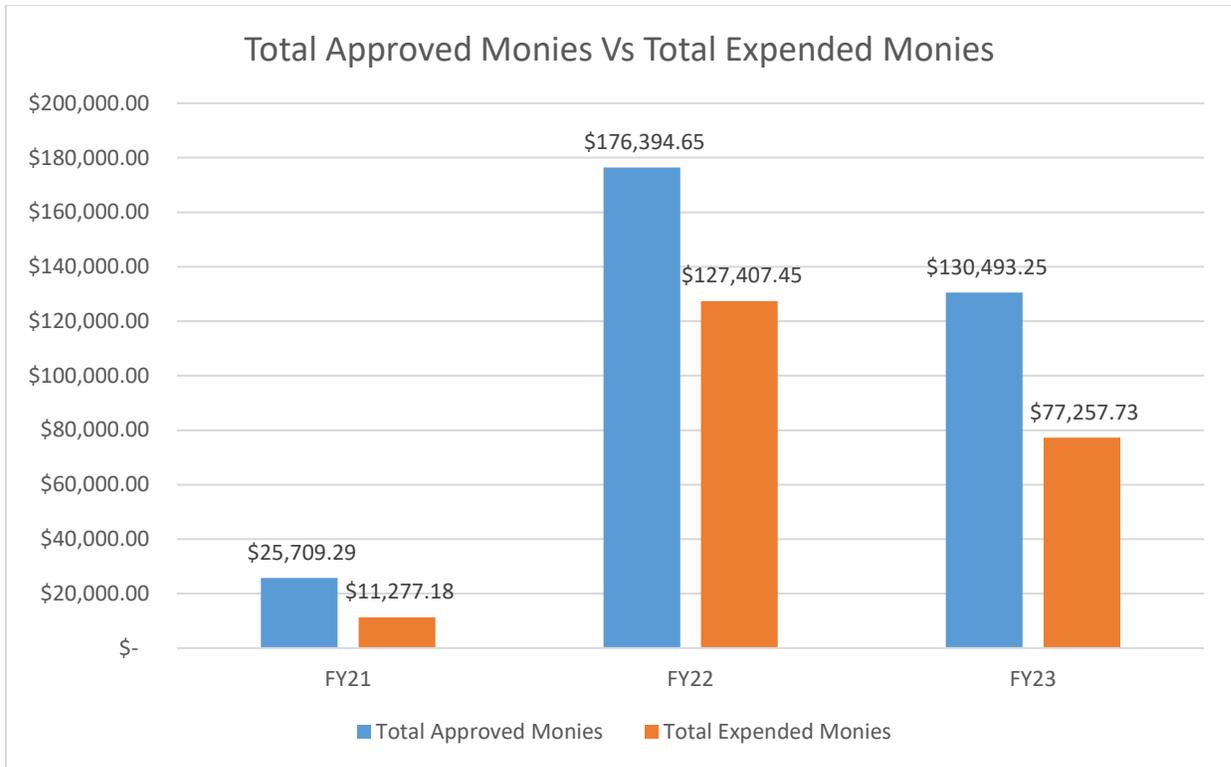


### Approved Monies Vs Expended Monies- Conferences



### Approved Monies VS Expended Monies- Programs





**Performance Statements**

AFB has been working with organizations and encouraging larger events that take advantage of the categories such as food, supplies, decorations, equipment/rental, etc. The most used categories by RSOs for events are food, event supplies, and space rental. For many student organizations, FY23 was still a year of establishing the organizations to a fully in-person new normal experience. We found that many student leaders this year were also new to their positions and had not completed the AFB process before. So, AFB took a proactive approach by doing regular informational sessions, joint information sessions with CCA, and mass emails to reach student organizations.

We saw an increase in both the number of overall requests and in the funding amounts requested and allocated to conferences. We saw declines in the amount requested and allocated for programs and the overall total dollar amount for funds requested and allocated. We noticed that many of the events we approved and allocated funding to were smaller scale events. Of the programs that we approved 57% of these were \$500 or less and 44% of all programs were \$300 or less. We recognize that smaller organizations are looking for support and funding. As we continue to push AFB forward, we are looking into how to educate smaller organizations, and finding ways to support them within the scope of the AFB structure.

The major discrepancy between the number of approved funds and the actual amount expended to student organization is unused approved funding. Upon further analysis, we looked at the average amount requested for programs and average amount expended to better understand the gap. In FY 23, organizations requested on average \$760.50, an approximately \$200 difference from the average amount expended which was \$566.30.

Unused approved funding is a funding gap that has existed every year, for the following reasons:

- Organizations generally provide an estimation of cost higher than their actual invoices and thus are approved for funds in slight excess, to provide an extra allowance for increase in the price of programming operations.
- AFB also continues to have issues with student organizations canceling events entirely and not utilizing any of the funds that were allocated.

6. If your unit concluded FY2023 with a Fund 3 addition to Fund Equity in excess of \$5,000, please describe the conditions which cause the addition and provide a line-item identification of the budgetary sources(s) of the addition (i.e., lapsed salary, conference travel, etc.).

FY 23 Unused Funding: \$76,394

- A. Organization Events & Conferences- \$61,548
  - a. Direct Deposit: Some student organizations had a few issues with creating their Vendor ID, setting up their bank information with TDECU, and/or the EIN number which is set up with the IRS. In order to be reimbursed by AFB, each organization must have a Vendor ID number and bank account.
  - b. Missing Receipts: Receipts for approved categories that were not turned in.
  - c. Funding Approval: Funding approval given in a slight excess of actual needed amount in order to address unexpected costs in various programming categories.
- B. Remaining Salaries & Fringe Benefits - \$10,404: Due to a gap in the hiring process, AFB's allocated salary funds were less utilized during the fall semester.
- C. Remaining Admin Fee- \$4,442: AFB was not able to spend the remainder of its allocated admin fee due to the remaining funds above.

7. Recognizing that the potential to generate additional Student Service Fee income for FY2025 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 5.0% in your total FY2025 base Student Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made.

The Activities Funding Board currently receives 1% of the Student Service Fee from the Student Fees Advisory Committee. If a reduction was implemented, AFB would apply the reduction to both conferences and programs to follow our current guidelines and so that the entirety of the reduction would not impact just one area of student organization funding. However, due to the 25% conference funding stipulation in our guidelines, an overall budget reduction would impact student organization conference funding more than program funding. The calculations for reduction are listed in the chart below.

|    | Total Reduction | Conference Reduction | Program Reduction | Admin Fee Reduction |
|----|-----------------|----------------------|-------------------|---------------------|
| 5% | \$9,056.00      | \$1,751.00           | \$6,792.00        | \$513.00            |

8. Please discuss any budget or organizational changes experienced since your last year (FY2024) 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.

AFB has not been impacted by any budget changes.

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.
  - i. If applicable, what can be done to increase donations, sponsorship sales, and other revenue streams? Please answer each separately.

Currently, there are no additional sources of income for the Activities Funding Board. All of our resources come from the Student Service Fee as we are agency of SFAC.

10. Does your unit generate revenue? (Please do not address donations in this question) If your unit does not generate revenue, respond "not applicable. If so:

- i. Provide your unit's P&L statement for the current fiscal year and trailing five-years showing all revenue streams for your unit.
- ii. Provide line-item data for each revenue stream.
- iii. For each revenue stream, provide an explanation of the nature of the revenue and briefly articulate the successes and failures for each line item.

The Activities Funding Board does not generate revenue. All of our resources come from the Student Service Fee as we are agency of SFAC.

11. Does your unit raises money from donors and sponsors? If your unit does not receive donations or sponsorships, respond "not applicable." If so:
- i. Identify key staff members responsible for development and seeking sponsorships.
  - ii. Provide financials for the current fiscal year, as well as the trailing five fiscal years including:
    1. An analysis of your development activities. Include a breakdown of the nominal quantity of donors donating \$20m+, \$10m+, \$5m+ \$1m+, \$500k+, \$100k+, \$50k+, \$25k+, \$10k+, \$5k+, \$1k+, \$100+. Provide this both in terms of lifetime contributions and annual contributions.
    2. An analysis of your sponsorship activities. Include a breakdown of total sponsorship dollars and identify your top twenty-five (25) sponsorship deals.
  - iii. If applicable, provide a breakdown of each capital project or capital campaign in your unit. Explain how each capital project or campaign aligns with the goals and milestones laid out in your departments strategic plan.

The Activities Funding Board does not receive donations/sponsorships. All of our resources come from the Student Service Fee as we are agency of SFAC.

12. 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.

One additional funding source is currently available to student organizations: The Council for Cultural Activities (CCA). CCA allocates funds for co-sponsorship of programs that aim to promote culture. While AFB supports organizations with financial resources, we do not provide aid in the organization's event planning processes in the manner that CCA does. Additionally, both organizations use the Finance Tool to facilitate the funding process for organizations. This prevents any duplication/ overlap in funding.

13. What percentage of department M&O is allocated to marketing?
- i. Please detail your comprehensive marketing strategy towards the student body including metrics used to measure the effectiveness of the marketing strategy.
    - a. Approximately 5% of our M&O budget is allocated to marketing. This includes any print marketing, digital marketing made by Creation Station, and promotional activities/giveaways.
    - b. As our AFB Communications Chair is in charge of marketing, they develop marketing strategies each year, relevant to that AFB board. We utilize social media, newsletters, and directed emails to student organizations. We also have tablings and showcase ourselves at major events, like Cat's Back, to continue spreading information about AFB. We use social media analytics provided by the social media companies to gage effectiveness and our impact on user
  - ii. How much revenue is allocated towards the marketing strategy?
    - a. The Activities Funding Board does not generate revenue. All of our resources come from the Student Service Fee as we are agency of SFAC.

14. If any of your funding from the student service fee goes to your general operating fund, please detail where any student service fees you received went and what they were spent on as well as future intentions if granted. Otherwise please respond "not applicable".

N/A

15. How does your unit contribute to campus culture and improve the student experience? How is the effectiveness of these contributions measured by your unit if at all? What else can your unit do going forward to continue to improve your contribution to the student experience?
- i. The Activities Funding Board plays a crucial role in enhancing our vibrant campus culture and enriching the student experience in several ways. AFB allocates funding to a wide range of programs that cater to diverse interests and needs of students. Some events that AFB funds include events that promote social interaction, personal growth, mental and physical well-being, celebrating culture, personal skill development, and more. They provide opportunities for students to connect with their peers and explore their passions outside of the classroom. We track our impact through student testimonials and feedback, total funding allocation, and estimated attendance records of the events funded.
  - ii. Does your unit contribute to turning students into coogs for life?
    - a. While the Activities Funding Board primarily serves current students we believe that students involved in registered student organizations and their activities have a higher likelihood of being active alumni. Being involved in RSOs creates lifelong connections among students, fosters a sense of belonging, and creates opportunities for mentorship and networking connections with alumni. AFB supporting events and conferences for RSOs betters the student experience while they are at the institution thus increasing the probability of turning students into Coogs for life.