

Student Fee Advisory Committee Program Questionnaire FY2025

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STUDENT FEES ADVISORY COMMITTEE (SFAC)

STUDENT PROGRAM BOARD 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.

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 2022-2023 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 50 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 no cost events on campus for all students.

SPB recognizes that the college experience should include more than academics 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 are more likely to graduate on time and have 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, programs, and our ability to host quality events for students. 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.

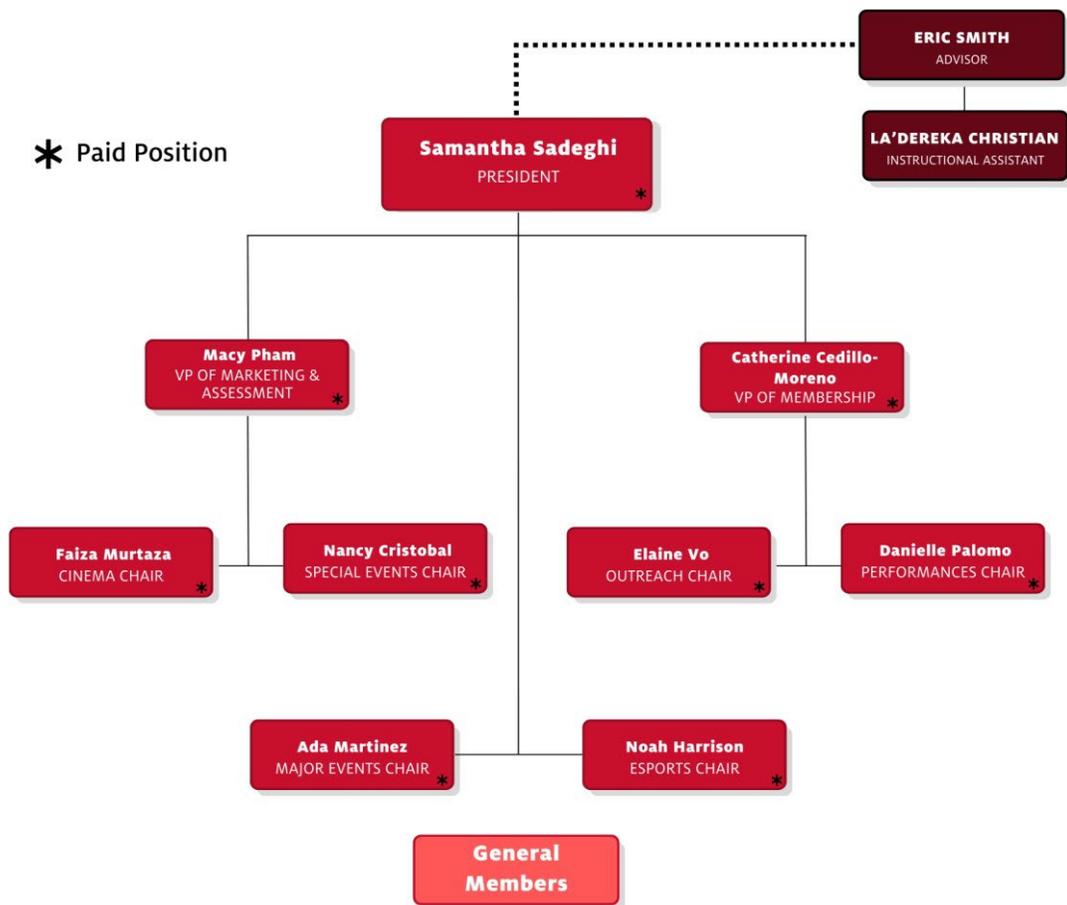
2. Provide an organizational chart of your unit. Large units may need to have an overview chart and then more specific charts for each program. Where you have multiple staff in the same position (e.g., counselor, advisor, etc.), note this on your chart. Student employees should be cited on the chart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

Positions with an asterisk (*) are paid positions.



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.

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: Provide more opportunities for both on-campus residents and commuters, consider scheduling events at various times throughout the year, including evenings. That way, students have multiple opportunities to stop by and enjoy Student Program Board events.

Action Step 2: Create programming for non-traditional activities unavailable on UH's campus relevant to the student body, allowing SPB to reach a new demographic of students and increase attendance.

Status: Achieved – This past fiscal year SPB was able to plan many unique events that reached a new demographic of students with high records of attendance. This past August we successfully planned and hosted CougarCon, an event in collaboration with UH's ESports team. This event had more than 1,400 students in attendance, many of whom had never attended our events before. SPB also hosted the Commuter Cookout event in collaboration with the Dean of Student's Office to ensure commuter students also have a chance to experience campus life at UH. This event had more than 600 people in attendance.

SPB's Strategic Initiative 1 falls under the UH value of innovation. Under this value, SPB will infuse innovation into everything — our culture, curriculum, and campus workplace.

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.

Status: Achieved – SPB utilizes different communication channels to ensure our members are up to date on our latest events and volunteering opportunities. Our VP of Membership uses GroupMe to update our members on our general body meetings, volunteer opportunities, and answers frequently asked questions. Our VP of Marketing sends out monthly newsletters and surveys to all registered SPB members via email with detailed descriptions of all our events for a certain month. We also mentioned upcoming Lead UH program sessions at general body meetings and followed up with the members who attended them.

SPB's Strategic Initiative 2 falls under the UH value of collaboration. Under this value, SPB will build strength through creative innovation, entrepreneurship, research, intellectual curiosity, and partnerships in everything 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 what 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. Form committees for members to join, providing opportunities for them to shadow officers and gain valuable experience.

Status: Achieved – Previous year's officers were required to write transition documents detailing the responsibilities of the position, typical events planned, and advise their predecessors to make the transition process more smooth and less jarring. This past year our President and VP of Membership (at the time Major Events chair) attended the NACA conference in Kentucky where they were able to learn leadership skills from other universities' programming boards and forge connections with new vendors and event planning companies. Our mentorship program allows our members to join committees under certain chairs to give them a voice in the events they would like planned. They are also able to learn what all goes into planning an event while developing their leadership skills.

SPB's Strategic Initiative 3 falls under the UH value of resilience. Under this value, SPB will change and adapt, transform and are creative to meet the ever-changing needs of the University and society.

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.
- 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.
 - 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 for long-term goals?
 - 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.

SPB Strategic Initiative 1: Enhance SPB's marketing efforts by implementing a comprehensive strategy that includes physical marketing materials and monthly newsletters.

Action Step 1: Assess the necessity of physical marketing materials such as flyers, posters, and yard signs for each event or campaign. Strategically disseminate these materials across campus and high-traffic areas to maximize visibility among the target audience. Following events, gather feedback and analyze the influence of these materials on event attendance. This would be tracked using KPIs such as the number of students contacted/types of outreach methods (e.g., newsletters, e-mail). The person responsible for tracking this would be the Vice President of Marketing and Assessments.

Action Step 2: Gather content from different SPB sources, like event updates, member spotlights, and relevant news. Send out the newsletter during the first week of each month to let students know about our upcoming events. The person responsible for tracking this would be the Vice President of Marketing and Assessments and the Outreach Chair.

SPB's Strategic Initiative 3 falls under the UH value of resilience. Under this value, SPB will change and adapt, transform and are creative to meet the ever-changing needs of the University and society.

SPB Strategic Initiative 2: Strengthen collaboration initiatives with fellow campus organizations and departments.

Action Step 1: Identify Registered Student Organizations (RSOs) and departments that share the Student Program Board's mission and goals. Begin conversations to explore potential collaborations and mutual interests. After collaborating, maintain ongoing communication to nurture the relationship and find ways to support each other's initiatives. This would be tracked using KPIs such as the average number of organization involvement with other organizations. The person responsible for tracking this would be the President.

Action Step 2: Pinpoint projects or events where collaboration can bring mutual benefits into focus for a prospective collaboration. Outline distinct objectives and roles for all parties engaged. Together, we strategize, coordinate, and execute joint events, making sure to utilize the unique strengths and resources of each organization involved. This would be tracked using KPIs such as organizational types and Impact/connection from activities. The person responsible for tracking this would be the President.

SPB's Strategic Initiative 2 falls under the UH value of collaboration. Under this value, SPB will build strength through creative innovation, entrepreneurship, research, intellectual curiosity, and partnerships in everything we do.

SPB Strategic Initiative 3: Create a comprehensive leadership development program for officers and members that includes skill-building workshops, mentorship opportunities, and personal growth

initiatives, to empower them with practical leadership skills and enrich their overall college experience.

Action Step 1: Have the Vice President of Membership lead leadership workshop development within general body meetings. These workshops will cover essential topics including communication, teamwork, decision-making, and conflict resolution. To ensure their relevance, identify key leadership competencies and skills applicable to both officers and members. This would be tracked using KPIs such as officer/student leader outcomes. The person responsible for tracking this would be the Vice President of Membership.

Action Step 2: Create a mentorship program that connects officers and experienced members with newer members. Provide guidelines and resources for mentors and mentees to facilitate productive mentorship relationships. Then, encourage regular check-ins and goal setting between mentors and mentees to track progress. This would be tracked using KPIs such as the impact of involvement on success and satisfaction levels with advising/staff. The person responsible for tracking this would be the Vice President of Membership.

Action Step 3: Build personal growth initiatives through the organization of leadership retreats, seminars, or guest speaker events designed to inspire personal development and encourage leadership exploration. Additionally, establish a platform for members to openly share their leadership experiences and insights within the organization, fostering a culture of continuous learning. This would be tracked using KPIs such as the impact/connection from activities. The person responsible for tracking this would be the Vice President of Membership.

SPB's Strategic Initiative 3 falls under the UH value of resilience. Under this value, SPB will change and adapt, transform and are creative to meet the ever-changing needs of the University and society.

5. 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 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
 - ii. Merchandise
 - ii. Concessions sold/distributed
 - iii. Revenue generated from these sales

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. 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. The Student Program Board does not generate revenue from our events; therefore, we do not have any revenue sources.

SPB employs various assessment tools, including, but not restricted to, polls conducted on social media platforms such as Facebook, Instagram, and Twitter. This was heavily emphasized over the summer to help plan the fall programming calendar by gaining insight from the general student body. 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. Our Vice President of Marketing created a marketing survey asking what areas students spend time together most in, what buzz words compel students to come out to an event, what was students favorite SPB event, what form of marketing is most affective, what social media platform do students use most, etc. The data we gathered helps SPB market more intentionally in the designs we create, the wording we use, and where we post our marketing materials on social media and on campus.

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 like 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 23	49	12,687
Fiscal Year 22	47	15,990
Fiscal Year 21	25	1,716
Fiscal Year 20	39	7,714

6. If your unit concluded FY2023 with a Fund 3 addition to Fund Equity more than \$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.).

The Student Program Board concluded FY2023 with a Fund 3 addition to Fund Equity more than \$5,000. SPB had a remaining balance of \$34,233. The reason for this addition was the unutilized salary, resulting from a vacant officer position until the start of the 2023 fall semester.

Breakdown:

- Salary: \$36,473
- M+O: \$6,947
 - Fund Transfer for Maintenance (\$10,868)
- Admin: \$1,686

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.

A reduction of 5% to the FY2023 base Student Service Fee budget is \$8,856.00. A budget reduction would significantly impact **Winter Wonderland**, a cherished tradition eagerly anticipated by students each year. It has become a hallmark event on campus, creating a sense of togetherness during the holiday season. Snow, a key attraction, transforms our campus into a magical winter wonderland and sets the stage for a memorable experience. A reduced budget would lead to less snow, potentially affecting event attendance as it is integral to the event's essence. Winter Wonderland historically features three snow zones: sledding, snowball fights, and snow angels. Each adds to the event's charm and offers unique experiences. This event is more than just an occasion; it is an opportunity for our campus community to unite, celebrate the holiday season, and forge lasting memories. Adequate funding ensures Winter Wonderland's continued success, preserving its reputation as a highlight of the academic year. It enables us to create a captivating winter wonderland, strengthening student bonds and enriching their college experience.

In addition to reducing the amount of snow at **Winter Wonderland**, our board would also need to eliminate certain food items like hot chocolate, funnel cakes, and other sweets that have been a part of the event in the past. We would be unable to provide T-shirts for students due to the associated costs. These adjustments would significantly impact the overall Winter Wonderland experience, which is one of our most iconic events on campus. Additionally, SPB would be required to cut \$2,500 from the budget allocated for the Stuff-a-Bear event. This event has consistently garnered strong student participation and enjoyment in the past. The reduction in supplies for this event would potentially lower attendance and decrease student engagement. Meeting student demands and needs has always been a top priority for SPB, and a reduction in funding for this event would challenge our ability to maintain this commitment.

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.

An organizational change that has occurred since our FY2024 SFAC request is the incorporation of an ESports Chair within our officer board, thanks to the generous support of SFAC. This strategic addition has not only enhanced our organizational structure but has also allowed our organization to proactively reach out to the thriving gaming community on campus. As a result, the Student Program Board has been able to help orchestrate CougarCon, a highly successful Weeks of Welcome event that drew a remarkable 1,407 attendees, fostering a stronger sense of community and engagement among our student body. This event provided a platform for students with shared gaming interests to connect, bond, and feel more integrated into the campus community, ultimately enhancing their university experience.

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.

The Student Program Board does not receive funds from other sources. We do not generate revenue for our events.

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, explain the revenue's nature and briefly articulate the successes and failures for each line item.

Not applicable.

11. Does your unit raise 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 department's strategic plan.

Not applicable.

12. Please describe any services that are like 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 events that SPB supports by having at least one chair serve as a representative on the committee

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. We also provide consistent programs throughout the year to make sure there is always something excited for our students to enjoy on campus.

13. What percentage of department M&O is allocated to marketing?

- a. Please detail your comprehensive marketing strategy for the student body including metrics used to measure the effectiveness of the marketing strategy.

Our comprehensive marketing strategy for reaching the student body has been designed and implemented by our Vice President of Marketing and Assessment. To ensure our approach is both efficient and aligned with our budget, a marketing strategy form was created. This form is a vital tool that allows officers to specify their marketing needs, including the type of materials required, the quantity, and the envisioned design, among other relevant details. Submitting this information in a timely manner has been instrumental in ensuring that our marketing efforts remain on schedule and well organized. This approach has also greatly assisted in budget planning, allowing the Vice President to calculate the financial allocation needed for different marketing materials, such as yard signs, flyers, and more.

In addition to the internal coordination and budget management, the Vice President of Marketing and Assessment introduced a marketing strategy poll to gauge the opinions and preferences of our students. This survey is a valuable tool for understanding what students find effective in our marketing initiatives. It contained various aspects, including which marketing materials caught their attention, preferred design elements, ideal locations for flyers, and solicited suggestions for improving our marketing approach. The insights gathered from this survey allowed us to tailor our marketing strategies more closely to the preferences of our student body, enhancing the overall effectiveness of our campaigns. By continuously refining our marketing efforts based on the feedback received, we aim to connect with our student community more effectively and ultimately better serve their needs and interests. This data-driven approach helps us continually improve our marketing efforts and enhance our outreach to the student body.

- b. How much revenue is allocated towards the marketing strategy?

We allocate \$3,750 specifically to our Vice President for Marketing and Assessment to use for overall marketing of SPB. In addition to this, we do use a portion of our event budgets as broken out internally to market specific events. This number varies based on other event expenses, but averages around 5% of each event's budget.

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."

Not applicable.

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 go forward to continue to improve your contribution to the student experience?
- a. Does your unit contribute to turning students into coogs for life?

The Student Program Board significantly contributes to enhancing campus culture in several ways. First off, we actively promote student engagement by providing opportunities for students to participate in event planning, take on leadership roles, and engage in various campus activities. Through these initiatives, we aim to cultivate a sense of belonging and community among our student body. In addition, our organization plans and executes diverse events and activities, including concerts, workshops, and social gatherings. These events serve to enrich campus culture by offering students a break from their academic responsibilities, allowing them to unwind and enjoy their college years. To measure the effectiveness of these contributions, we utilize multiple avenues. First, we track attendance and participation at the events we organize via Event Pass through Get Involved. We also actively collect student feedback through event surveys immediately following each event's conclusion. This feedback helps us assess student satisfaction and gather valuable insights for potential improvements.

Our organization also plays a pivotal role in turning students into lifelong Coogs. We achieve this by organizing a variety of high-quality events that leave a positive and enduring impact on attendees. For instance, our annual showing of *The Rocky Horror Picture Show* has proven to be a unique and crowd-engaging tradition, attracting both current students and alumni due to its distinctive movie aspect and annual recurrence. Another noteworthy example is our annual Homecoming and Fiesta Concerts featuring renowned artists, an event exclusive to our organization, which has become a cherished tradition on campus. As these traditions are passed down through generations of students, they form a powerful means to establish a sense of continuity and belonging within the UH community. Our events foster a strong sense of identity and loyalty among UH students, encouraging them to remain actively engaged with the university long after they graduate.