



**STUDENT
HOMECOMING BOARD**

SFAC REPORT FY 2012

Submitted October 25, 2010

STUDENT FEES ADVISORY COMMITTEE (SFAC)

FY2012 PROGRAM QUESTIONNAIRE

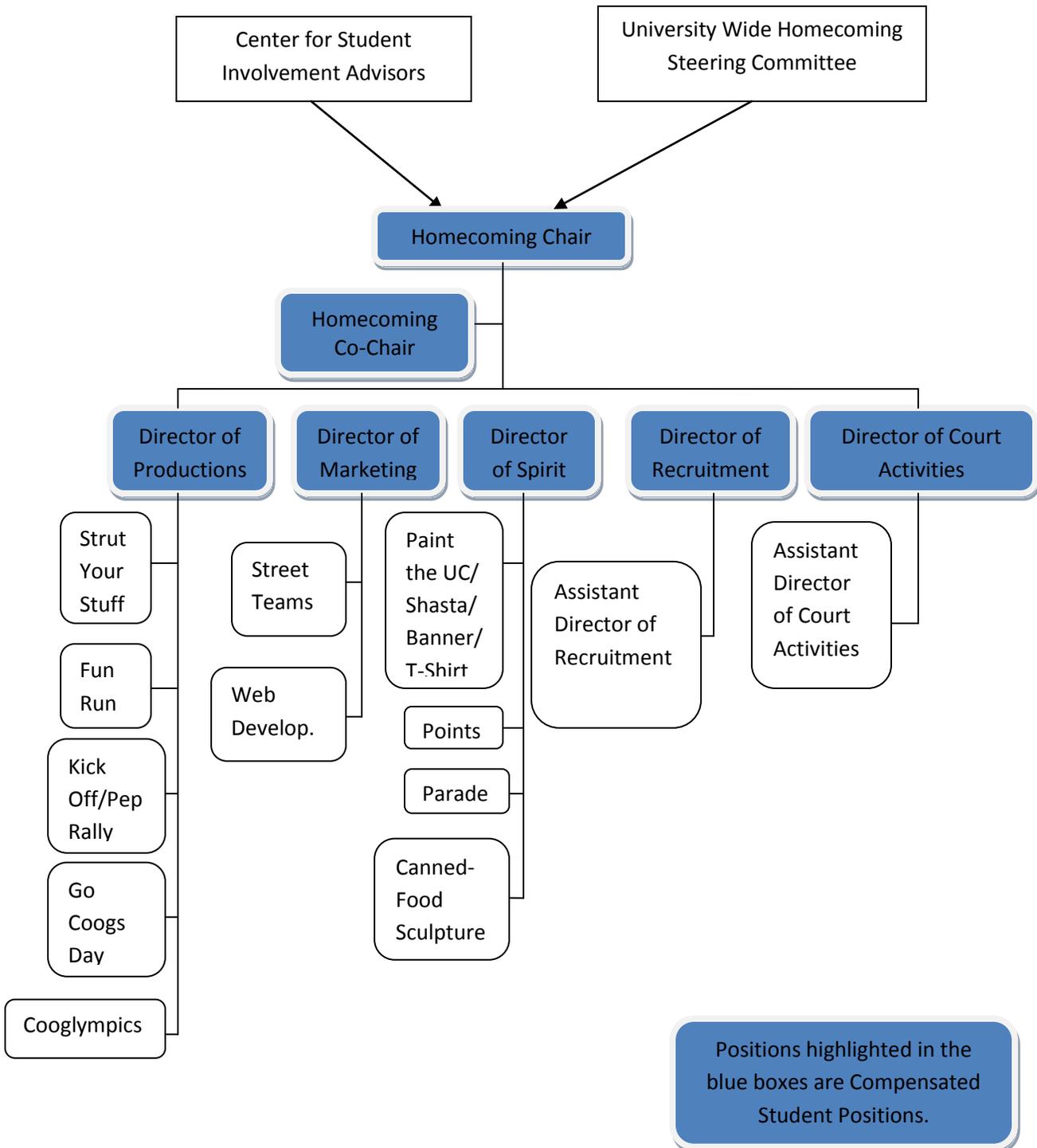
1. Please provide a one-page executive summary of your questionnaire responses. This summary should include, in brief terms: your unit's mission, how you accomplish your unit's mission, and a justification of your unit's student fee allocation in terms of benefits for students.

Homecoming at the University of Houston is one of the oldest and dearest traditions on campus. The mission of the Homecoming Board is to encourage campus pride in the student body that will translate into a life-long support for the University of Houston. It is more than attending a football game. It is **educating** students about UH spirit and traditions. It is **challenging** students to become involved in their university. It is **coordinating** events, competitions and rallies that encourage participation of the entire University community--students, faculty, staff, alumni and friends of UH.

The Homecoming Board partners with over 15 student organizations and departments and sponsors eleven major events in an eight day series beginning the weekend before the Homecoming game. Each year the Homecoming Board works to research best practices for new events and ideas. They also evaluate events from previous years to determine their success and/or failure and either continue or remove each event from the calendar. Through this research the Homecoming Board works to keep tradition and spirit alive at the University of Houston.

The Student Homecoming Board is a valuable asset to the student body and the university community because it fosters life-long support for the University of Houston. Homecoming Board, along with the Frontier Fiesta Association, transitions active and involved students to active and involved alumni. The Homecoming Board also invites alumni, faculty and staff to interact with current students, providing a connection between the undergraduate and postgraduate experiences.

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, custodian, etc), note this on your chart. Student employees should be cited on the chart and identified as students.



3. **List the objectives that you provided with your 2009-2010 SFAC request. Please comment on your success in achieving these objectives. If an objective changed during the year, please note this and explain. Also, list any new objectives, the rationale for the addition, and comment on your success in achieving these objectives.**

Objective #1: Organization

Goal: Present a week-long calendar of events for Homecoming 2010 in concert with the University Steering Committee and other student/staff groups that promotes campus traditions and encourages student involvement.

1. **Attend and support the University Homecoming Steering Committee meetings and support university-wide homecoming events.**

STATUS: Achieved and Ongoing

The Homecoming Chair and Co-Chair have been in attendance at Homecoming Steering Committee meetings. The Homecoming Chair and Co-Chair work with the Homecoming Steering Committee to develop the Homecoming theme and logo, as well as how the Homecoming Board can incorporate all departments, colleges and offices of the University into Homecoming.

2. **Organize Homecoming Board through the appointment of interested and qualified students to assist in the planning of homecoming events and competitions. Assign these positions well before Homecoming to allow enough time to get everything organized.**

STATUS: Achieved and Ongoing

Although the Chair and Co-Chair had a difficult time filling positions on a timely manner due to low wages, all positions were filled by interested and qualified individuals and we are working on accomplishing several tasks and goals. The Homecoming Board is working on increasing student, alumni, faculty/staff and community involvement in all Homecoming related activities.

- 3. Continue to plan and present traditional activities and events to include a community service component, opening events, Strut Your Stuff, RHA Beauty Bowl and Block Party, Paint the UC and Banner contest, selection of court and announcement of King and Queen, Spirit Day/Food event (Wednesday), concert, t-shirt contest, street parade, and the Duke and Duchess Program.**

STATUS: Ongoing

Most of the traditional activities are being held as they are every year. We will continue to host Strut Your Stuff, Paint the UC and Banner Contest, King and Queen, T-shirt contest, Street Parade, our spirit day and all the pep rallies. Several events from last year are being repeated with the intention of establishing them as traditions: 5K Cougar Fun Run/Walk, Paint Shasta Competition, and the live Cougars exhibit. Additionally, we have added two more events: Cooglympics and Canned-Food Sculpture. We no longer do the Duke and Duchess program and the Beauty Bowl and Block Party.

- 4. Research and develop additional programs and traditions via web search and contact with other colleges and universities.**

STATUS: Ongoing

We are working to expand the traditional Homecoming Spirit Cup Competition. We are encouraging staff and faculty to become involved in Homecoming week activities. This year, we are partnering with the UH Alumni Association for the 5K Run/Walk. All proceeds from this year's 5K Run/Walk will go to student scholarships through UHAA. We are partnering with the organization Coog Spirit (former Coog Patrol) in the creation and execution of Cooglympics. Cooglympics will be held after the 5K Run/Walk and is a four sport competition that includes basketball, football, soccer and volleyball. The Homecoming Board has created a Canned-Food Sculpture competition as its community service initiative. The food collected during this competition will be given to the UH Athletics Star-of-Hope food-drive.

- 5. Research and develop sponsorships to support current and new programs and traditions.**

STATUS: Ongoing

The Homecoming Board has established a position (Assistant Director of Street Teams) to develop ideas on getting other University entities involved with the planning and execution of Homecoming.

6. **Assess program components to include: involvement, attendance, and marketing.**

STATUS: Ongoing

This year, the Homecoming Board will not be giving points to organizations for attendance. We worked to improve our grass roots marketing and developed programs that students were more interested in. We encourage student organizations to partner up with other organizations in order to make it more feasible to participate and compete in all of the Homecoming events. We are offering multiple promotional items to students such as football shaped stress balls, pens, temporary tattoos, t-shirts, wristbands and sun glasses. We increased the amount of events that award points towards the Spirit Cup Competition, creating a healthy competitive environment and encouraging student organizations to participate in all Homecoming related events.

Objective # 2 Marketing/ Involvement

Goal: Promote student involvement and participation in Homecoming events.

- 1. Utilize student media outlets (Daily Cougar, Channel 6/SVN, online communities) to promote campus traditions and homecoming events/competitions.**

Status: Ongoing

After the list of events was finalized we began to promote Homecoming through such media outlets as the Houston Chronicle, Daily Cougar, Facebook, twitter and the UH listserv. There is a Facebook group established with updates sent out before each event. The Twitter page is used for updates regarding deadlines, general news, and Homecoming Board activity. There are approximately 400 people in the Facebook group and 200 followers on the Twitter account. The Daily Cougar will be used to promote Homecoming events prior to and during the week of Homecoming. The Houston Chronicle will be used to present an ad to all Houston area alumni promoting Homecoming a week prior.

- 2. Stay up to date with the event participation guidelines and post to web site.**

Status: Ongoing

All of the applications and details about each event were updated and posted via internet as well a wall of applications outside of the Homecoming office in the UC Underground. The Homecoming website has been updated and information/forms regarding all Homecoming Board events, programs, and contests are available for download. This is the first year that the Homecoming website has such information. In the past, only the schedule of events was included.

- 3. Develop marketing/promotion plan of action to educate, inform and encourage participation in homecoming events.**

Status: Ongoing

A marketing team has been established to develop a plan of action consisting of promotional items, media outlets, and event showcases. The Homecoming Board is purchasing several promotional items to giveaway and create excitement about Homecoming week. These items include t-shirts, football-shaped stress balls, pens, bottled-waters, sunglasses, wristbands and foam hands. The Homecoming Board is utilizing media outlets like the Houston Chronicle, the Daily Cougar, Facebook, Twitter, and University listservs. The Homecoming Board has also setup informational booths during summer orientations, Cat's Back, and other organization showcases.

Objective # 3 Transition

Goal: Continue the transition of Homecoming Board from a committee to a fee funded student organization.

1. Finalize constitution and operating procedures.

Status: Achieved

2. Review and update current office space and support services.

Status: Achieved

There is an office for the Chair and Co-Chair with proper amenities to allow for easy completion of tasks as well as a work space for the rest of the directors and assistant directors. A printer, a dry erase board, and a bulletin board have been added to the Chair and Co-Chair's office, along with shelves to help with organization. A separate space has been designated for storage.

3. Select Chair and Co-Chair by March 1 of each year; select Directors and Assistant Directors by May 1 of each year.

Status: Ongoing

The Homecoming board will begin recruiting next year's Chair and Co-Chair immediately following the completion of this year's Homecoming. This year's Chair and Co-Chair will overlap with next year's Chair and Co-Chair for training purposes.

4. Plan and conduct a training workshop or retreat for Homecoming Board.

Status: Ongoing

Each year, the Center for Student Involvement holds a fee-funded leader training. The Homecoming Board is also working on developing a yearly Board retreat prior to the beginning of the semester during which Homecoming will occur.

4. Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned objectives and their importance as compared to other objectives that you might pursue. Where data exist, discuss the number of persons served by each of your programs and the satisfaction level of those served. Please provide the method for collecting these data.

Homecoming Board measures the success of Homecoming by the amount of students involved in the planning process for Homecoming Week, student organization participation, and event attendance.

Participation in Homecoming 2009 (FY2010)

Participation is further measured by the number of groups as well as the type of groups that participated in Homecoming Events.

Year	Type of Organization	# of Organizations
2009-2010	Student	39
	Athletic Teams	8

Attendance at Homecoming 2009 (FY2010)

Overall attendance during Homecoming week increased

Year	Attendance (not including game)
2006-2007	9,000
2007-2008	10,000
2008-2009	11,500
2009-2010	15,000

Data collection was based on applications/registrations and attendance at events.

- 5. Please discuss any budget changes experienced since your last (FY2011) 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. In addition, if your unit concluded FY2010 with a Ledger 3 Fund Equity balance, please describe the conditions which caused the fund balance.**

One of the changes that the Homecoming Board is requesting for FY2011 is an additional 2.2% to cover an increase in UH Administrative Charges. Another change for FY2011 is salary and wages for the month of August to cover a proposed increase in student leader compensation. These requests are both one-time funding requests. Please see the attached One time Augmentation request.

For FY2012, the Homecoming Board is requesting a base augmentation for the following items: 1) An additional 2.2% increase in UH Administrative Charges, 2) An increase of \$4,000 for compensated student salaries and wages to go directly to Homecoming Board Directors. This will increase Directors' pay by \$200 per month for four months. Currently, Directors receive a monthly pay of \$100, being required to work 10 hours per week. The Homecoming Board had a difficult time filling the Directors positions because most qualified applicants could not afford to leave their current jobs to dedicate the required amount of time to Homecoming. Directors work directly with the Chair and Co-Chair in planning and executing the events scheduled through the week of Homecoming, promoting Homecoming, and getting students, faculty, staff and the community involved. It is very important to have those positions filled for the entire stipulated planning process. The inability to fill Directors positions this year in a timely manner caused the Chair and Co-Chair to have to perform the duties designated for Directors, which took time away from their own duties.

After working diligently with the financial coordinator, it was very difficult to identify the exact amount that was remaining at the end of FY10. The \$4,589.08 that was put into fund equity was an amount that the Homecoming did not know was available. The last report that we requested stated that only about \$700 would roll over at the end if FY10.

6. Please list your 2011-2012 objectives in priority order. Larger units may wish to group your response by subprogram. Under each objective, state the specific programs, activities, and/or services that you plan to implement to meet your objectives.

Goal 1: Present a week-long calendar of events for Homecoming 2011 involving the University Steering Committee and other student/staff groups that promotes campus traditions and encourages student involvement.

Objective A

Attend and support the University Homecoming Steering Committee meetings and support university-wide homecoming events. The Homecoming Board will work to strengthen the ties between the student body and the University faculty and staff. The Board will also work to incorporate alumni and faculty/staff events into the Homecoming plans.

Objective B

Organize Homecoming Board through the selection of interested and qualified students to assist in the planning of homecoming events and competitions. These positions are to be filled no later than the end of May 2011 to allow enough time to organize Homecoming.

Objective C

Continue to plan and present traditional activities and events to include a community service component, opening events, Strut Your Stuff, Paint the UC and Banner contest, selection of court and announcement of king and Queen, Go Coogs Day, t-shirt contest, street parade, Cooglympics, Canned-food sculpture, 5K run/walk, live cougar exhibit, and Paint Shasta.

Objective D

Give the Homecoming Board the opportunity to research and develop additional programs and traditions via web search and contact with other colleges and universities to propose new and innovative programs that will attract students and keep the spirit of Homecoming alive.

Objective E

Assess program components to include: involvement, attendance, marketing, and cost per person.

Goal 2: Promote student involvement and participation in Homecoming events.

Objective A

Utilize student media outlets (Daily Cougar, Channel 6/SVN, on line communities) to promote campus traditions and homecoming events/competitions.

Objective B

Stay up to date with the event participation guidelines and documents and post to web site.

Objective C

Develop marketing/promotion plan of action to educate, inform and encourage participation in Homecoming events.

7. 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.)?

There are no external funding sources for the Student Homecoming Board, other than possible sponsorships. However, Homecoming Board works with other student programming units (e.g. Frontier Fiesta Association, MVP, SPB, Center for Student Involvement, Coog Spirit, UH Alumni Association, UH Athletics) to co-sponsor certain Homecoming events such as 5K Run/Walk, Cooglympics, Kick-Off Pep Rally, Go Coogs Day, and Charcoal Challenge.

8. Please describe any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.

There is no overlap between the Student Homecoming Board and any other unit. The Homecoming Steering Committee does provide coordinating support for the entire university's efforts in planning and presenting each year's Homecoming program but is not focused on the student-centered activities in the Homecoming week.