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RED

#HC11

STUDENT HOMECOMING BOARD

SFAC REPORT FY 2012

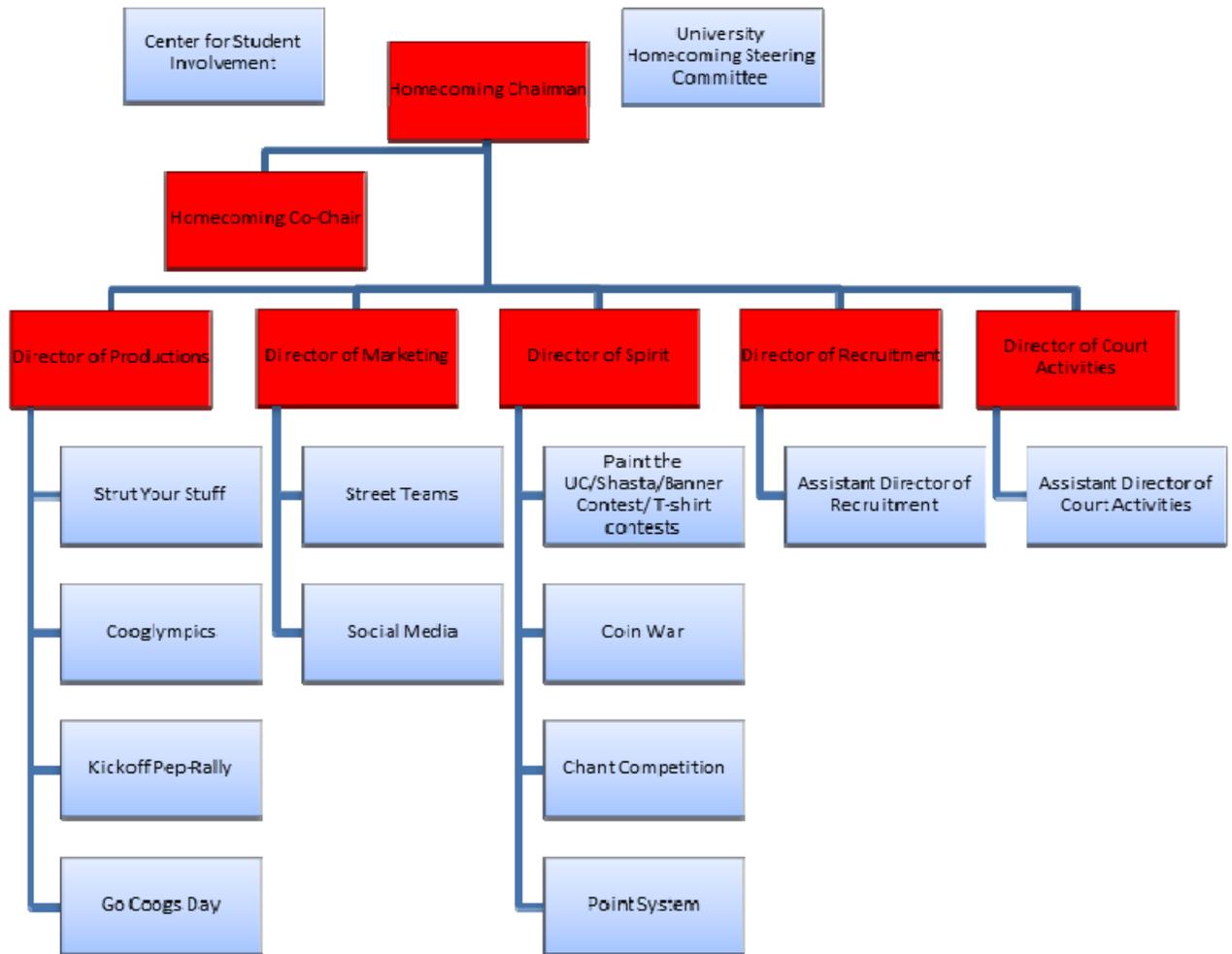
- 1. Please provide a one-page executive summary of your questionnaire responses. This summary should include, in brief terms: your unit's mission, how you accomplish your unit's mission, and a justification of your unit's student fee allocation in terms of benefits for students.**

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 12 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.



Red – Stipend Student Leader Positions

3. List the objectives that you provided with your 2010-2011 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.

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.

STATUS: Achieved and Ongoing

The Homecoming Chair and Co-Chair have been in attendance at the Homecoming Steering Committee. The Homecoming Chair and Co-Chair have worked 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.

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.

STATUS: Achieved and Ongoing

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.

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.

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: Paint Shasta Competition, Cooglympics, and canned food sculpture. Additionally, we have added a coin war to benefit

philanthropy. We did not organize a 5k due to a 5k being scheduled on Saturday the 15th. We will not showcase live cougars due to complications with Turpentine Creek Wildlife Refuge.

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.

STATUS: Ongoing

We are currently getting in contact with RHA to collaborate with an event that they will be having during homecoming week. The Homecoming Board will be hosting another 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. We have also added the Coin War to benefit the Unicef Trick-or-Treat cam

Objective E

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

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 pens, towels, 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.

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.

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 800 people in the Facebook group (double from last year) and 865 followers on the Twitter account. The Daily Cougar will be used to promote Homecoming events prior to and during the week of Homecoming.

Objective B

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

Objective C

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, pens, sunglasses, wristbands and foam hands. The Homecoming Board is utilizing media outlets like 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.

- 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, the satisfaction level of those served, and/or any other assessment measures evaluated. 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

- 5. Please discuss any budget changes experienced since your last (FY2012) 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 FY2011 with a Ledger 3 Fund Equity balance, please describe the conditions which caused the fund balance.**

For FY2012, the Homecoming Board requested 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 to increase their pay by \$200 per month for 5 months. Last year, Directors receive a monthly pay of \$100, being required to work 10 hours per week. He have received these funds and directors are now able to focus more fully on homecoming than they were before.

We are not requesting any additional funding for FY2013.

6. Please list your 2012-2013 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 2012 involving the University Steering Committee and other student/staff groups that promotes campus traditions and encourages student involvement.

Objective A

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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 2012 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.

Objective F

Work to improve the organization structure including the Constitution of the Homecoming Board and the Packet of events. Registration should be simplified to help increase understanding of our events and point system. Director expectations and requirements must be explicitly stated to allow for more effective understanding of the position responsibilities

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 Coolympics, Kick-Off Pep Rally, and Go Coogs Day.

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.