



Homecoming Board FY2015
Student Fees Advisory Committee Report

STUDENT FEES ADVISORY COMMITTEE (SFAC)

FY2015 PROGRAM QUESTIONNAIRE

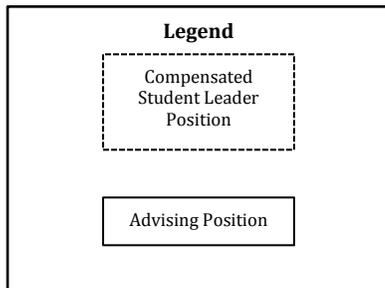
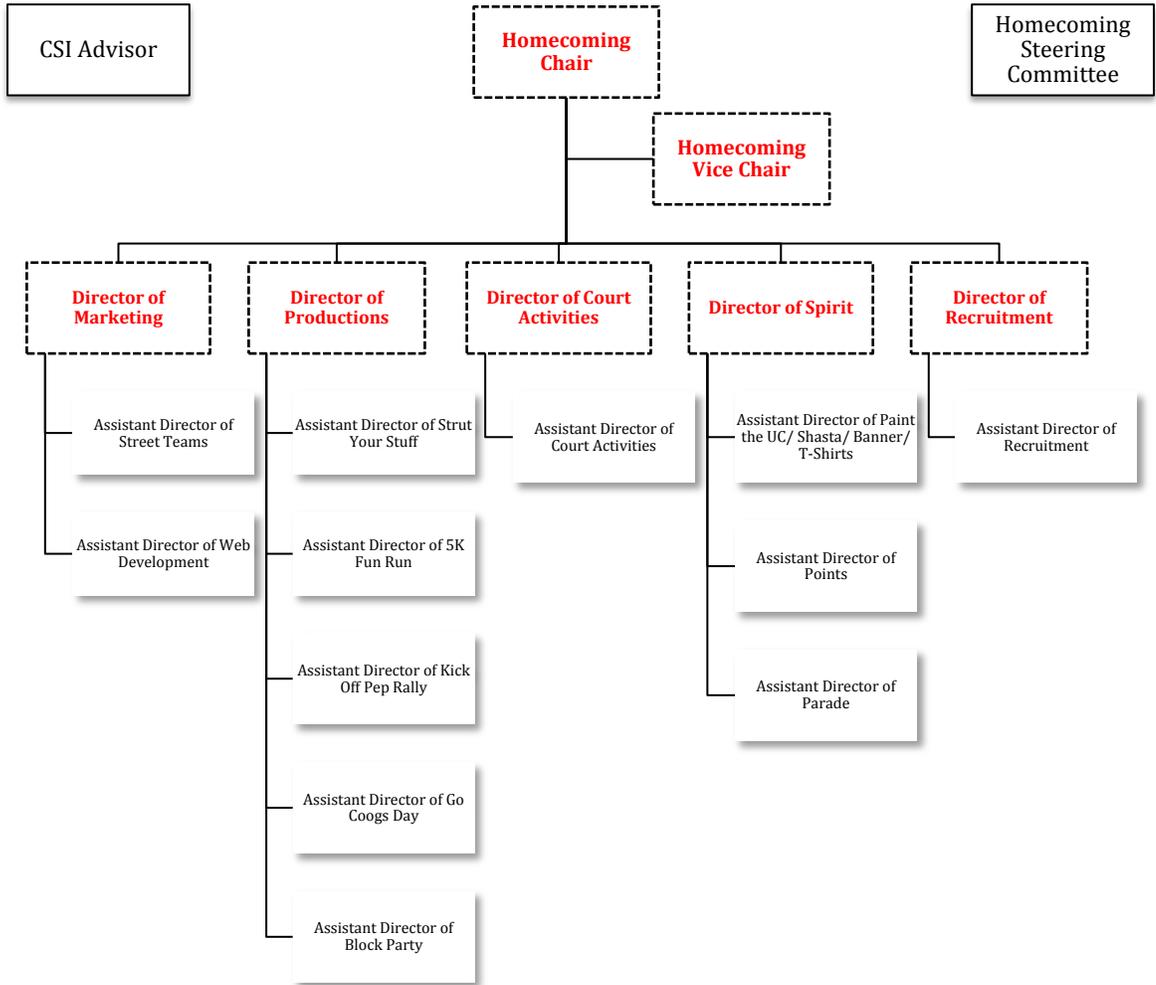
- 1. Please provide a one-page executive summary of your questionnaire responses. This summary should include, in brief terms: your unit's mission, how you accomplish your unit's mission, and a justification of your unit's student fee allocation in terms of benefits for students.**

Being one of the oldest traditions celebrated at the university, Homecoming is a way of creating excitement, pride and campus unity among students and staff alike. 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.

This mission is accomplished through collaboration between student organizations and campus-wide departments, sponsoring 5 activities during the week of Homecoming. The Homecoming Board works to research the best practices for new events and ideas while also improving efficiency for repeated events. The study of guerilla marketing provided constant communication with participants through Facebook and twitter giveaways. Additionally, evaluation of these events are noted and used to provide valuable information for future planning. Due to the hours put into planning our activities, the board keeps tradition, spirit, and a sense of community alive by providing an embodying experience that improves every year.

The Homecoming Board is not only an asset to the student body by connecting current students with other peers, alumni, and faculty but also a way of building life-long relationships and treasured memories at the University of Houston. The board strives to transition involved students into active alumni. Alumni, faculty and staff are also invited to interact with students thus providing a communal experience with the undergraduate and graduate students at the university.

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.



3. List your unit's strategic initiatives and action steps identified for the 2012-2013 academic year and cite the specific Division of Student Affairs Strategic Initiatives and University of Houston Strategic Goals to which they relate. 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.

Strategic Initiative 1

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

Status: Ongoing

The Homecoming Board strives to strengthen ties between the student body, faculty and staff by providing opportunities for student success through learning about campus traditions. During the year, the Steering Committee met 4 times to effectively provided advice on events based on past experiences and was used build even stronger partnerships with other campus organizations such as the Alumni Association, Residential Housing Association, and Athletics.

Strategic Initiative 2

Organize Homecoming Board through the selection of interested and qualified students to assist in the planning of homecoming events and competitions.

Status: Ongoing

The board keeps its focus on providing a global learning community for all participants in Homecoming; the positions on the board are filled no later than the end of May and the preceding months are spent planning and learning about the events. With these individuals coming on Board in April, we are able to more successfully and effectively plan our event schedule and create events and collaborations that allow us to reach a much broader and larger audience.

Strategic Initiative 3

Continue to plan and present traditional activities and events to include a community service component, opening event, Strut Your Stuff, selection of court and announcement of King and Queen, Go Coogs Day, 5K Run/Walk, live cougar exhibit, and Paint Shasta. This relates to Division of Student Affairs Strategic Initiative number one that strives to focus on the development of a vibrant campus life, included expanded evening and weekend programs. This year, we included the 5K Walk for our Saturday event.

Status: Achieved

Based on certain setbacks, the board and participating organizations collectively decided to adapt certain events for the this year such as the new venue location for Strut Your Stuff to house a larger audience, and the incorporation of Cooglympics into Go Coogs Day for a stronger student response instead of students from only participating organizations.

Strategic Initiative 4

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

The Homecoming Board used the University Center facility resources to seek the advice of neighboring organizations and organizations of other campuses that put on similar events via technology, human and fiscal resources. The use of the Guidebook mobile application to market the week of Homecoming represents a direct outcome from this initiative.

Strategic Initiative 5

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

Status: Achieved

At each Homecoming event, attendance is taken through the use of clickers, the board strives to keep these numbers high as a token of assessing the effectiveness of that year's marketing.

Strategic Initiative 6

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

Status: Achieved

The Daily Cougar along with SVN helped promote Homecoming through advertisements and the use of competitions kept the Facebook page alive, obtaining a record high of 2,436 friends.

- 4. 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 exist, 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 these data.**

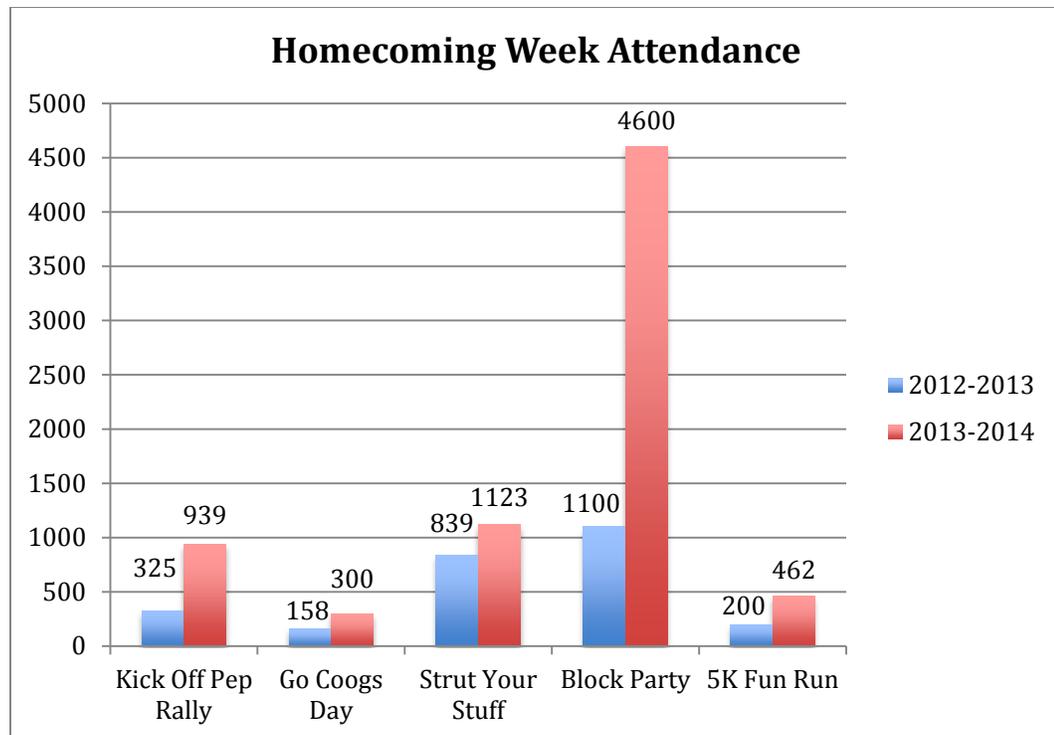
Homecoming Board measures the success of the week by measuring the attendance of each event and comparing the actual values from the expected. Furthermore, emails are sent to the participating organizations with evaluation forms and a place to offer suggestions for the upcoming years. The Homecoming Board believes that assessment and evaluation before, during, and after is crucial to a successful Homecoming week. Biweekly meetings are held weeks before Homecoming week and daily meetings are held during the week to evaluate events. A direct, face-to-face line of communication was established with all participating organizations through weekly Connections Meetings.

Our presence in organization fairs and freshman orientations such as Cougar Carnival and Cat's Back showcased our mission and events to both new and current generations of Houston Cougars. We also had our marketing in both paper and electronic forms to ensure that the information may reach any student regardless of classification. Aside from having various posts and giveaways on our Facebook and Twitter accounts, we also rolled out our Homecoming Week information through the Guidebook mobile application. The site performs its own metrics, and states that the UH Homecoming 13 guide had 98 unique downloads. In addition, our marketing focus shifted to include more promotion of individual events, rather than all of our events at once. Having individual events on A-frames and posters is less likely to overwhelm students and increase the probability of their attendance.

We also established new collaborations that improved our attendance. For example, by marketing the Block Party separately and collaborating with Residence Halls Association, we quadrupled the number of participants from last year. We also took the step to host one of our signature events, Strut Your Stuff, at Cullen Performance Hall in order to accommodate a larger audience.

In the upcoming years, we plan to continue marketing and have it start earlier in the year to increase exposure. To expand this growth, the Homecoming Board will research other forms of marketing, such as the fairly new mobile platform with push notifications and further develop the current methods that were used this year.

A graphic representation of the assessment of this year's attendance versus the previous year is included on the following page.



| Date | Event | Attendance |
|-------------------------|--------------------|------------|
| 11/12/2012 | Kick Off Pep Rally | 325 |
| 11/13/2012 | Go Coogs Day | 158 |
| 11/14/2012 | Strut Your Stuff | 839 |
| 11/15/2012 | Block Party | 1100 |
| 11/16/2012 | Fiesta 5K | 200 |
| Total Attendance | | 2422 |

| Date | Event | Attendance |
|-------------------------|--------------------|------------|
| 10/14/2013 | Kick Off Pep Rally | 939 |
| 10/15/2013 | Go Coogs Day | 300 |
| 10/16/2013 | Strut Your Stuff | 1123 |
| 10/17/2013 | Block Party | 4600 |
| 10/19/2013 | 5K Fun Run | 462 |
| Total Attendance | | 7424 |

5. **Please discuss any budget or organizational changes experienced since your last (FY2014) 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 FY2013 with a Fund 3 addition to Fund Equity, please describe the conditions which caused the addition. SFAC Q, p.2.**

There were no differences between amount of SFAC request and actual SFAC allocation for FY 2013.

Student Homecoming concluded FY2013 with a Fund 3 addition to Fund Equity of \$3,480. The reasoning for this is that some of our marketing purchases were paid with FY2014 allocations and therefore resulted in some of our budget left over.

As of August 31st, 2013 Student Homecoming's fund equity balance in their SFAC Cost Center was \$14,023.

6. Please list your 2014-2015 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs 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.

Strategic Initiative 1

Ensure the success of future Homecomings and continue the tradition.

DSAES Strategic Initiative: Create new opportunities for student success through learning, engagement and discovery. Specifically, create a greater variety of student involvement initiatives that focus on the development of a vibrant campus life, including expanded evening and weekend programs.

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.

Action Step:

Continue working with the Homecoming Steering Committee.

Action Step:

Conduct regular review processes to make necessary changes to stipend leader positions. Adjustments to these positions may occur through balancing duties and pay. With further research, an augmented value for the pay to the Director of Productions and the Director of Marketing is predicted to compensate for the amount of work produced by these appointed directors.

Action Step: Improve the follow-up evaluation process after Homecoming Week and make necessary changes for the following year.

Strategic Initiative 2: Increase student participation in Homecoming Week throughout campus

DSAES Strategic Initiative: Create new opportunities for student success through learning, engagement and discovery. Specifically, create a greater variety of student involvement initiatives that focus on the development of a vibrant campus life, including expanded evening and weekend programs.

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.

Action Step:

Develop a more successful recruitment process to increase the amount of participants and volunteers. Continue to attend more events that introduce students to campus organizations, such as Cat's Back and Cougar Carnival, with larger attractions and more promotional items while making sure that the students are informed of the Board's purpose and mission on campus.

Action Step:

Continue improving communications between participating student organizations and the Board in order to increase the return rate of competing groups and volunteers by scheduling more Connections meetings, establishing weekly e-communications, and attending organization fairs to recruit additional participating student organizations.

Action Step:

Improve marketing for Homecoming 2015 events by increasing Homecoming's presence in social media, including Twitter, Instagram and Pinterest.

Action Step:

Develop social media collaborations between the Homecoming Board and other departments, college and student organizations on campus, such as Student Housing and Residential Life and RHA, during Homecoming Week.

Action Step: Use mobile applications such as GuideBook, ad space with the Daily Cougar, and Cougar Trading Cards to market the week of events with students who do not follow Homecoming's social media sites.

Action Step:

Continue marketing and distributing popular give-aways, specifically the Homecoming sunglasses, at in class giveaways (Dr. Bott's and other faculty's classes) the week prior to Homecoming to advertise the events.

Action Step:

Explore possible collaborations and/or back-to-back events hosted by different departments, colleges, or student organizations in order to reach a wider audience.

Action Step:

Continue collaborating with other fee-funded organizations to foster relationships, maximize annual budget, and attract students with varied interests.

- 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.)? 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.**

There are no external funding sources for the Homecoming Board. However, the Homecoming Board works with other student programming units to co-sponsor certain Homecoming events such as the Block Party, Kick-Off/Pep Rally and Go Coogs Day.

8. 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.

There is no overlap between the Homecoming Board and any other unit. The Homecoming Steering Committee does provide support for college and departmental efforts in planning and presenting each year's Homecoming program, but its main focus is not on the student-centered activities planned and hosted by the Homecoming Board.