



**Metropolitan Volunteer Program
Fiscal year 2015**

**Student Fees Advisory Committee
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:

The mission of the University of Houston Metropolitan Volunteer Program (MVP) is to create and provide service opportunities for students by collaborating with campus and community partners. Through this, we aim to develop responsible citizens with a lifelong commitment to service while creating sustainable change in our campus and community.

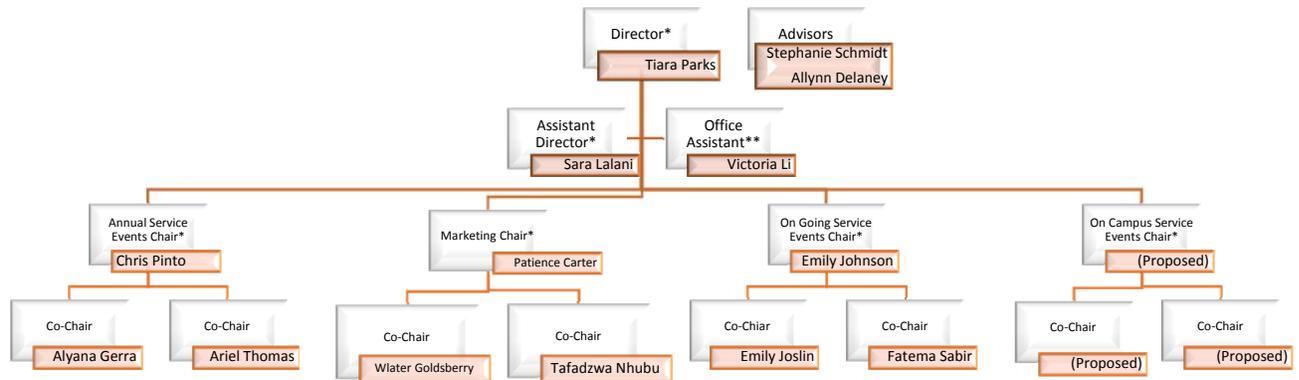
Accomplishing our Mission:

MVP accomplishes our mission by providing University of Houston students with volunteer opportunities both on campus and in the greater Houston area. To complement the diversity of the city of Houston, we provide a wide variety of volunteer events. MVP strives to reflect the interests of our students. To accommodate our large on-campus population MVP hosts on-campus events such as Rock the Campus, a campus clean up and project day, and Service Nights in the residence halls where we make cards and sandwiches to give to the homeless and/or nursing home patients. The service projects are designed to make it easy and accessible for students to give back. Off campus, community events include taking students to do a beach clean-up, providing service for the homeless at The Beacon, tutoring children in the Third Ward at Generation One. These service events educate students about their surrounding community and its opportunities. MVP strives to create a relationship between students and the service they do that they can carry with them throughout their lives. We believe that service is vital to the University of Houston, our students and the community.

Justification:

The Metropolitan Volunteer Program offers students, staff and faculty volunteer opportunities both high in quality and quantity. Over the last year MVP has tripled the number of events offered to students from 22 events in FY 13 to 73 events in FY 14, while still maintaining safe, quality events. To do this MVP branched out and partnered with more on-campus and community organizations. As a fee-funded organization we provide students with transportation, either bus or carpooling, to all events, exclusive volunteer t-shirts, along with refreshments during the events without a cost. The Metropolitan Volunteer Program is also one of the few organizations to base their events specifically on service. MVP provides our volunteers with unique hands on experiences during their college careers.

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.



Director- Sets direction and vision for the organization and oversees its events and organizational processes.

Assistant Director- Manages internal operations of the organization and assists the Director with setting vision and overseeing events.

Office Assistant- Manages record keeping, scheduling, and logistics within the organization.

Annual Service Events Chair- Coordinates and plans larger annual signature events such as Rock the campus, Adopt a Beach, and Rock the Block.

On Going Service Events Chair- Coordinates and plans smaller biweekly and monthly service opportunities such as Community Garden, The Beacon and the Food Bank.

On Campus Service Events Chair (*Proposed*) - If approved the position will coordinate and plan on campus service opportunities such as Rock The Campus, Community Garden, and MVP Service Nights

Marketing Chair- Markets and informs student body of all the organization's events and programs. (Proposed increase from 12 hours to 15 hours weekly and 10 month to 12 month position.)

Co-Chairs- Volunteer position which assist each chair in the planning and implementation of all events and marketing.

3. *List your unit's strategic initiatives and action steps identified for the 2013-2014 academic year and cite the specific Division of Student Affairs Strategic Initiatives (http://www.uh.edu/dsa/about_student_affairs/strategic_plan.html) and University of Houston Strategic Goals (<http://www.uh.edu/president/vision-priorities/>) 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.*

1. Maintain the position of being one of the top volunteer organizations at the University of Houston

Changed/Achieved

- As many of the Higher Education Institutions in the Houston area have similar goals when it comes to service, MVP took action to communicate and share ideas with our neighbors. This was done by attending "Volunteer Houston" meeting that was intended to link neighboring organizations together to collaborate on volunteer ideas. MVP also reached out to Rice University to share ideas on one of the service events that we both host that are parallel to each other.
- MVP has continued to make an impact by partnering with our campus and community partners.
- Three committee chairs have been utilized in MVP as a part of the board. Under each chair there are two co-chairs to handle various tasks.
- In FY 14 MVP both increased student participation at our events and the number of events offered in different service categories. Annual participation rose from 844 in FY 13 to 1,833 in FY 14.
- The marketing team expanded their means of advertising through social media. MVP has created new Facebook and Instagram accounts and updated our Twitter account with every upcoming event. MVP has also continued to market with fliers, banners, and passing out handbills around campus. We have also increased the number of information tables to reach to students verbally to market about upcoming events as well.

2. Increasing the variety of new initiatives of Metropolitan Volunteer Program through Houston Hope Events, while maintaining some signature events

On-Going/Achieved

- In FY 14 MVP changed the name of the Houston Hope Chair to the Annual Service Events Chair to reflect the responsibilities more. Through the Annual Service Events team we were able to participate in many awareness walks such as: Step Out: Walk to Stop Diabetes, Walk MS Houston, and Marathon Kids.
- Through the Annual Service Events Chair MVP was able to provide five new opportunities to volunteers. Many have been listed above as a part of our new initiative events along with our FotoFun events where we assisted FotoFest with their fundraiser. MVP plans to continue to offer new events in FY 15 and beyond.
- One of MVP's signature events is Rock the Block which is a community clean-up that takes place in the spring every year. In fiscal year 14 we were able to increase

the number of participants and more importantly added add new projects for volunteers to complete.

3. Increasing the variety of new initiatives for Enriching Houston while continuing to maintain signature events.

On-Going/Achieved

- In FY 14 the name of the Enriching Houston Chair was changed to On-Going Service Events Chair to reflect the responsibilities more. In the past MVP primarily worked with the Houston Food Bank, The Children's Museum, and Community Garden. Participation in these has increased as we have increased the number of opportunities for these students.
- We increased our work with the Campus Community Garden by volunteering every other Sunday. MVP Also added new on-going opportunities such as: the Beacon - a homeless center, Bering Omega - HIV/AIDS hospice, Casa De Esperanza – a home for children dealing with abuse, neglect and HIV/AIDS, and tutoring at a local day care.
- The Marketing Team has increased advertising for all MVP events. All on-going events were advertised through the electronic Weekly MVP Newsletter, MVP website, and also on handbills that were passed out to students. Lists of events were also sent to professors, The Daily Cougar and Coog News to be advertised to students all over campus.

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.

The Metropolitan Volunteer Program currently uses the following measures to evaluate the success of the organization in achieving our objectives

Attendance: One of MVP's primary methods of evaluating the success of the organization is taking attendance at volunteering events and meetings. Because the number of volunteers that can participate in smaller, ongoing events is usually limited to an average of 15-30 volunteers, attendance at larger, annual events and meetings is a more accurate measure of the success of MVP's marketing strategies. Students must register online to participate in most of the volunteering opportunities that MVP provides and sign-in with one of the officers on the day of the event. After each event, MVP records the number of volunteers that attended and their volunteer hours in an activity log, which tracks students' involvement. According to our records, a total of 667 individual students volunteered with MVP at least once during the 2013-2014 school year, for an overall attendance total of 1907.

Number of Returning Volunteers: Another method that MVP utilizes to evaluate the success of volunteering events is by looking at the number of students that are returning volunteers, because this generally indicates that they enjoyed their prior experience volunteering with MVP. During the 2013-2014 school year, of the 667 individual students that volunteered with MVP, 215 of the students volunteered at least twice, 107 students volunteered at three or more events, and 68 students volunteered four or more times giving MVP a total attendance of 1907. We are not able to provide comparative data to previous years as the Activity Log was implemented in August of 2013. However, the fact that many of the students volunteer multiple times, although they may have initially participated in an event to fulfill a requirement, indicates that MVP was able to provide them an enjoyable and enriching volunteering experience.

Number and variety of volunteering opportunities provided: MVP's greatest accomplishment over the past year was more than tripling the number of events and volunteering opportunities provided from 23 in FY 2013 to 73 in FY 2014. We were able to do this by building new relationships with multiple non-profit and volunteer agencies in the Houston area, including The Beacon Day Center for the Homeless, Houston Methodist Hospital, Star of Hope, Volunteer Houston, Ronald McDonald House, and BEAResource for CPS Kids.

Membership Sign-ups: Last year, MVP added a membership form to the uh.edu/mvp website, which was completed by 413 students between August 2013 and July 2014. Although any student can volunteer without completing the membership form, and all UH students are considered members of MVP, we asked students to complete the membership form if they wanted MVP to track volunteer hours completed outside of MVP through other organizations and agencies. The membership form provided a useful tool by allowing us to track growth throughout the year. Since August 2014, the membership form for the 2014-2015 has already been submitted by 415 individual students. The fact that we were able to accomplish in a few

months this year what took us the entire year in FY 2014 indicates the increase in MVP's name recognition, popularity, and the success of our marketing strategies.

Growth of social media pages and the newsletter: MVP currently holds active pages on Instagram, Twitter, and Facebook. We monitor the growth of the number of followers on these social media pages to gauge how effectively our organization is reaching new students and promoting MVP's volunteering events. The Facebook and Instagram pages were both created in September 2013 and currently have 410 likes and 225 followers respectively. Students that filled out the membership form and newsletter sign-ups at the informational tables throughout the semester were also added to the newsletter listserv. In September 2013 the newsletter reached 1738 students. Currently, it reaches 2360 students.

Volunteering Events

#	Date	Title	Volunteers	Volunteer Hours
1	8/18/2013	Community Garden	3	8
2	9/1/2013	Community Garden	16	41
3	9/8/2013	The Beacon	9	27
4	9/14/2013	Houston Children's Museum	11	44
5	9/15/2013	Community Garden	5	13.5
6	9/22/2013	The Beacon	14	56
7	9/28/2013	Adopt a Beach	69	434
8	9/29/2013	Community Garden	13	45.5
9	10/19/2013	Houston Children's Museum	9	29
10	10/25/2013	Rock the Campus	30	83.5
11	10/26/2013	Casa De Esperanza	13	39
12	10/27/2013	Houston Methodist Hospital	11	41
13	10/29/2013	MVP Service Night	30	43
14	11/1/2013	Houston Food Bank	12	36
15	11/2/2014	Houston Children's Museum	16	47

16	11/10/2013	Community Garden	40	100.5
17	11/10/2013	Houston Walk MS	20	99.5
18	11/15/2013	First Book Project	32	103.5
19	11/17/2013	The Beacon	9	35.5
20	11/19/2013	MVP Service Night	52	91.5
21	11/23/2013	Step Out: Walk to Stop Diabetes	5	28
22	11/24/2013	Community Garden	20	47
23	11/30/2013	Food Bank	27	106
24	12/3/2013	MVP Service Night	80	137.5
25	12/6/2013	Bearing Gifts	18	54
26	1/12/2014	The Beacon	5	15
27	1/20/2014	MLK Day of Service	126	378
28	1/26/2014	Community Garden	16	44.5
29	2/1/2014	FotoFun	7	35
30	2/2/2014	The Beacon	9	27
31	2/8/2014	Bering Omega	5	12
32	2/17/2014	Community Garden	5	7.25
33	2/18/2014	MVP Service Night	59	90.5
34	2/20/2014	Houston Food Bank	29	110
35	2/21/2014	25th Birthday Party	50	43
36	2/22/2014	Casa De Esperanza	10	30
37	2/23/2014	The Beacon	17	51
38	3/1/2014	Casa De Esperanza	12	42

39	3/2/2014	Community Garden	21	63
40	3/5/2014	Precious Moment Tutoring	3	9
41	3/8/2014	Bering Omega	3	9
42	3/9/2014	The Beacon	7	20
43	3/12/2014	Precious Moment Tutoring	3	25.5
44	3/15/2014	Ronald McDonald	10	22.5
45	3/21/2014	Houston Food Bank	9	27
46	3/22/2014	Family Fun Day	15	110
47	3/23/2014	Community Garden	19	47.5
48	3/26/2014	Precious Moment Tutoring	7	20.5
49	3/29/2014	Casa De Esperanza	10	35
50	3/30/2014	The Beacon	8	24
51	4/4/2014	Houston Food Bank	13	45.5
52	4/5/2014	Rock The Block	150	504.5
53	4/9/2014	Precious Moment Tutoring	9	30.5
54	4/12/2014	Marathon Kids	8	36
55	4/13/2014	Community Garden	6	18
56	4/15/2014	MVP Service Night	32	52
57	4/16/2014	Precious Moment Tutoring	6	23
58	4/18/2014	Houston Food Bank	9	27
59	4/20/2014	The Beacon	4	13
60	4/26/2014	Adopt A Beach	16	112
61	4/27/2014	Build A Park	35	210
62	5/4/2014	Community Garden	3	9.5

	TOTAL		1304	4169.75

Meetings & Other Events

#	Date	Event	Attendance
1	9/4/2013	Fall Informational Meeting	117
2	9/25/2013	Fall 1st General Meeting	27
3	9/25/2013	MVP Volunteer Fair	125
4	10/23/2013	Fall 2nd General Meeting	33
5	11/12/2013	Fall 3rd General Meeting	31
6	1/23/2014	Spring Informational Meeting	54
7	2/13/20014	Spring 1st General Meeting	54
8	2/19/2014	MVP Volunteer Fair	58
9	3/6/2014	Spring 2nd General Meeting	33
10	4/3/2014	Spring 3rd General Meeting	31
11	4/30/2014	End of Year Banquet	40
	TOTAL		603

Highlights:

Community Garden: During the past year, MVP has played an active role in assisting with the upkeep of the campus' community garden by volunteering in the garden 6 times in the fall semester and 6 times in the spring semester. Students that volunteer help with various tasks such as planting seeds, removing roots, and watering the soil. The produce that is collected is donated to the Manna House Third Ward Food Pantry. Several volunteers have commented that volunteering at the community garden has been an educational tool for them and has encouraged them to start their own garden.

Adopt a beach: In conjunction with the Adopt-a-Beach Program by the Texas General Land Office, MVP took a group of 69 UH students to the Galveston coast line in the fall and 16 students in the spring to spend the morning picking up trash and cleaning the beach. Each student volunteered for 7 hours for a total of 595 hours. The event gave volunteers the opportunity to bond with other students and continues to be a popular program.

The Beacon: The Beacon Day Center provides hot meals, showers, laundry services, and case management to Houston's underserved and homeless population. Over the past year, MVP took a group of volunteers to the center nine times, where they provided hands-on support to the city's homeless through a variety of activities including food preparation, patient sign-in, and laundry services.

Service Nights: In order to provide additional on-campus volunteering opportunities for students, MVP organized five service nights for students in Cougar Village last year. The event gives students the opportunity to prepare peanut butter and jelly sandwiches for the homeless at Star of Hope and cards for various holidays such as Halloween, Veterans Day, Thanksgiving, and Christmas which are given to Volunteer Houston and distributed to numerous nursing homes and hospitals in the Houston area. Students particularly enjoyed these events because it provided them the opportunity to give back to the Houston Community without leaving campus. Last year, 1000 peanut butter and jelly sandwiches were made and about 1900 holiday cards were donated.

Rock the Block: MVP partnered with the Southeast Houston Transformation Alliance (SEHTA) to organize a massive neighborhood clean-up in the third ward community surrounding the Agape Development Ministries community center on Keep Houston Beautiful Day. 150 UH students volunteered to assist in the neighborhood clean-up by working in teams to collect litter and host a Block Party for children living in the third ward. We received extremely positive feedback from SEHTA as well as Agape Development Ministries at debriefing meetings, and they indicated that many of the families in the neighborhood were grateful for our service.

Family Fun Day: For this event, we worked with the Boys & Girls Club of Greater Houston to host a fun day for 32 elementary and middle school children at Frontier Fiesta. Most of the children that participated had never been to a college campus and benefited from seeing a positive, exciting event taking place on a college campus. 15 MVP volunteers chaperoned the children for 4 hours each as they participated in a variety of activities such as face painting, a petting zoo, and other educational activities.

5. Please discuss any budget or organizational changes experienced since your last (FY2015) 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 FY2014 with a Fund 3 addition to Fund Equity, please describe the conditions which caused the addition.

MVP did not undergo any budget or organizational changes since the FY 2015 request and there was no difference between MVP's SFAC request for FY 2014 and the amount received. MVP concluded FY 2014 with a Fund 3 addition to Fund Equity of \$127.00

6. Please list your 2015-2016 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.

1. To build and maintain relationships with both on-campus organizations and off campus non-profit organizations.

- **Action Step 1:** Maintain the relationship with the current networks of off-campus non-profits.
- **Action Step 2:** Partner with other registered student organizations by inviting representatives to speak at MVP General Meetings. MVP would also have representative speak at various RSO meetings.
- **Action Step 3:** MVP will create partnerships with new on-campus departments such as the Center for Diversity and Inclusion.
- **Action Step 4:** Seek new off-campus partnerships by advertising volunteer requests on our MVP website and increasing the number of organizations showcased at our bi-annual volunteer fair.

DSAES Strategic Initiative #1: Create new opportunities for student success through learning, engagement and discovery.

DSAES Strategic Initiative #3: Foster the creation of a global learning community that actualizes and embraces inclusion while preparing students to become active citizens.

DSAES Strategic Initiative # 6: Create and engage in strategic partnerships.

2. Create the structure and goals for the proposed On-Campus Events Chair

- **Action Step 1:** Create a procedural guide for the proposed on-campus service events position that lists job duties, expectations, and management of co-chairs.
- **Action Step 2:** Research peer institutions service events that would also be effective at The University of Houston.
- **Action Step 3:** Organize on-campus awareness weeks about social justice issues.
- **Action Step 4:** Expand the existing Service Nights program and initiate new on campus service opportunities.

DSAES Strategic Initiative #1: Create new opportunities for student success through learning, engagement and discovery.

3. Increase and diversify the volunteering opportunities provided to students

- **Action Step 1:** Organize at least one new service project each semester from each committee/chair.
- **Action Step 2:** Increase focus on providing more weekday on-campus volunteering opportunities.
- **Action Step 3:** Continue to survey students about which areas of service interest them most and organize volunteering opportunities to match those interests

DSAES Strategic Initiative #1: Create new opportunities for student success through learning, engagement and discovery.

DSAES Strategic Initiative #3: Foster the creation of a global learning community that actualizes and embraces inclusion while preparing students to become active citizens.

4. Continue to increase visibility and brand awareness on campus through expanded and innovative marketing.

- **Action Step 1:** Increase the number of tabling events on campus to market upcoming events and the organization as a whole.
- **Action Step 2:** Continue to attend student organization fairs, resource fairs, and communicate with other Fee-Funded Organizations
- **Action Step 3:** Target UH departments that focus on student's on-campus success such as Commuter Assistance and Student Housing & Residential Life.
- **Action Step 4:** continue to increase MVP's social media presence on Facebook, Twitter, and Instagram. Create a new presence on Flickr and You Tube.

DSAES Strategic Initiative #1: Create new opportunities for student success through learning, engagement and discovery

DSAES Strategic Initiative #6: Create and engage in strategic partnerships.

MVP's work and strategic initiatives all work to support UH Strategic Goals #2: Student Success: 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

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.

MVP currently does not have any additional sources of funding available to the organization.

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.

Although some academic departments and various organizations on campus include volunteer outreach in their mission, the Metropolitan Volunteer Program is the only organization that focuses entirely on providing service and volunteer opportunities. MVP is also unique in that it is not attached to any specific academic unit, is open to all UH students, and does not have any additional membership requirements. Not only is our organization's entire budget is dedicated to providing volunteering opportunities for students, but we also serve as a clearinghouse for non-profit agencies in the Houston area to connect students to service opportunities. In its dedication to foster the spirit of service and volunteerism, MVP is a vital resource for the University of Houston.