

UNIVERSITY of HOUSTON
HOME COMING
2018

Chair: Mayra Castillo
Vice Chair: Jesus Garza

Homecoming Board SFAC FY20

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 Homecoming Board will provide effective management, constructive program implementation and worthwhile service for the community in order to develop quality, educational, and entertaining programs that enhance student life at the University of Houston during Homecoming Week.

Executive Summary

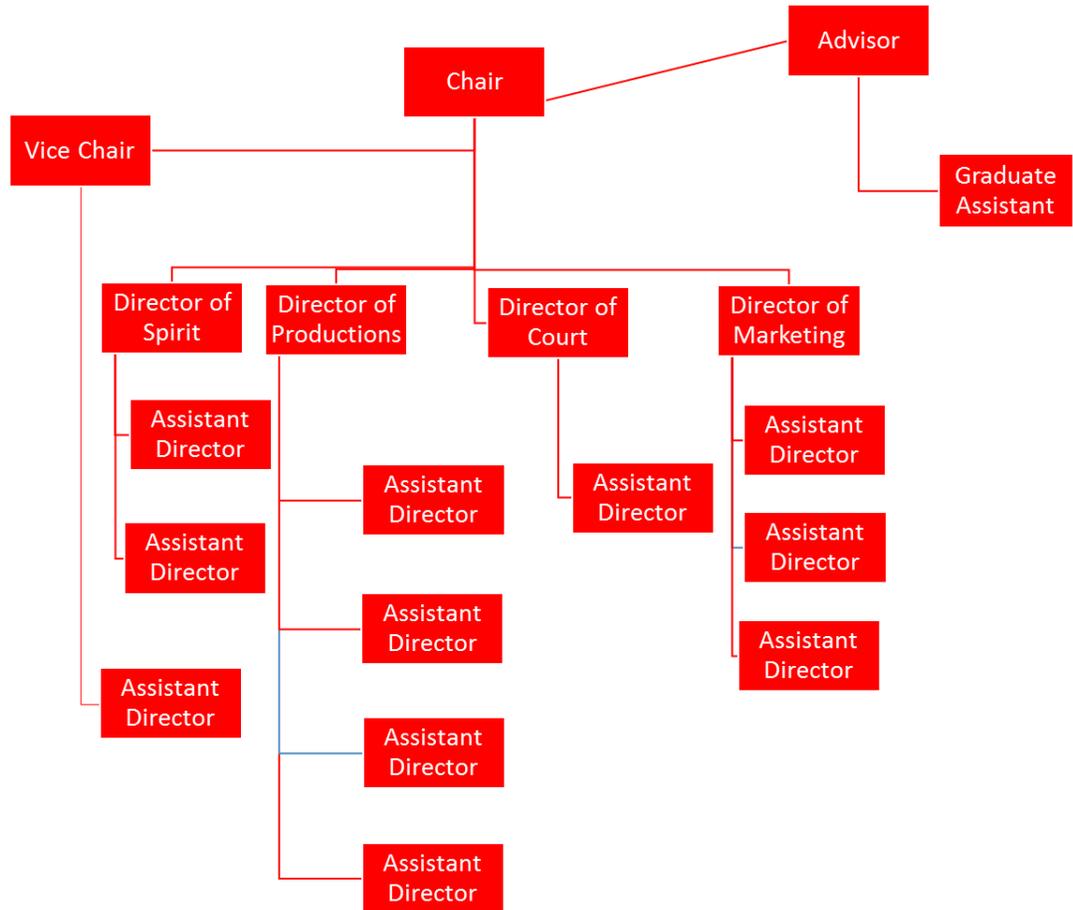
As one of the University of Houston's treasured traditions, the Homecoming Board exemplifies unity between students, staff, faculty, alumni and the surrounding community. The Homecoming Board plans and executes a week of events for the overall UH community to come together and showcase their school spirit. Through various activities such as pep rallies, competitions and themed events, Homecoming generates feelings of excitement, amplifies school pride and brings overall inexpensive fun to students. Additionally, the Homecoming Board engages the student body in an effort to create lasting memories at the University of Houston and provides alumni with an excellent way to stay connected with their alma mater.

The Homecoming Board is a Tier One event that works to include the values of tradition and inclusion into programming quality events for UH students. Homecoming has the ability to impact students' college experience through opportunities for engagement and involvement. The Homecoming Board strives to make each year unique for each member of the UH community with a creative theme, innovative ideas, and including multiple stakeholders on campus. The Homecoming Board provides activities outside of the classroom, endeavors to increase overall satisfaction with student life on campus and instills pride for the University of Houston.

The Homecoming Board is also an important entity that builds connections and relationships between the student body and alumni. The Homecoming Board molds engaged students into active alumni who continue to impact campus vibrancy well beyond their time at UH. Other university administration such as staff and faculty are invited to interact with students by judging and volunteering throughout the week.

The Homecoming Board is uniquely positioned to serve the diverse student body because of its ability to provide a common experience for every member of our community. The mission is executed by collaborating with different student organizations, committees and departments, who will assist with several activities during Homecoming Week. We hope to provide SFAC with the necessary information to support our goals and positively impact the University of Houston student experience on campus.

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.



- **Chair: Mayra Castillo**
- **Vice Chair: Jesus Garza**
- **Director of Productions: Ronson Smith**
- **Director of Marketing: Selena Salinas**
- **Director of Spirit: Tommy Villalva Jr.**
- **Director of Court Activities: Anthony Salcido**

3. List your unit's strategic initiatives and action steps identified for the 2017-2018 academic year and cite the specific Division of Student Affairs and Enrollment Services (DSAES) Strategic Initiatives and University of Houston Strategic Goals to which they relate (links below). 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.

DSAES Plan: (http://www.uh.edu/dsaes/about/strategic_plan.html)

UH Goals: (<http://www.uh.edu/president/vision-priorities/>)

Strategic Initiative #1: To provide consistent programming during the Homecoming Week of Events for years to come.

- **Action Step 1:** Plan and execute Bed Races and the 3D Cougar decorating competition to solidify a foundation for new traditions to continue during Homecoming week.
 - **Status: Accomplished:** In its inaugural year, Bed Races and the Painting of the Cougar was a success and both events ran smoothly. For the second year in a row, the Homecoming Board will be not only expanding on these events, but also aiming to increase the amount of students that participate.
- **Action Step 2:** • Review schedule and determine the optimal positions for each event throughout the week.
 - **Status: Accomplished.** In an effort to maximize the amount of students that attended our events, we moved around some specific events. Strut Your Stuff, which was normally held on Thursday, was move to Tuesday so Homecoming Fiesta and the Homecoming Concert could be held on Thursday, a night where campus has the most students looking for something to do before leaving for the weekend.

Strategic Initiative #2: Increase the percentage of new organizations participating in Spirit Cup.

- **Action Step 1:** Plan and execute a presentation for RSOs that have not participated before, while scheduling times to present at meetings of different organizations.
 - **Status: Accomplished.** In an effort to have as many RSOs attend as possible, not only was a listserv sent, but the Director of Spirit engage student organizations at their carrel spaces and had info sessions at random times that allowed students to come whenever they were able to. Additionally, the Director of Spirit attended various organizations' meetings to tell them about the Spirit Cup.

Strategic Initiative #3: Cultivate a culture of collaboration with campus partners throughout campus to maximize budget.

- **Action Step 1:** Reach out and collaborate with at least two new departments/organizations each semester by expanding beyond our current areas of connection.
 - **Status: Accomplished.** The Homecoming Board was able to work with Athletics, the Fire Marshal and TDECU to put on Bed Races. This event was not only held in front of TDECU Stadium, but also involved making sure everything was safe enough for students to participate.
- **Action Step 2:** Work with University Advancement to develop and implement systems to acquire event sponsors.
 - **Status: Accomplished.** We now have more meetings with Alumni Relations to increase the amount alumni that are aware of everything going during Homecoming and what events they can come out to. Additionally, the website is now updated with a link that allows Alumni to see not only the week's events, but also everything Alumni Relations has planned.
- **Action Step 3:** Connect to the local Houston communities and search for opportunities to collaborate through the Mayor's Office of Special Events.
 - **Status: In progress.** Reached out to the Mayor's Office to schedule his appearance at Kick-off Pep Rally, but due to conflicting schedules, he was unable to attend. For Homecoming 2018, we are once again reaching out even earlier in hopes of him being to attend.

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. If available, please provide program benchmarking data from comparable institutions.

We currently evaluate our progress through growth on our social media sites, attendance at our events through swiping stations. Growth can be attributed to a well-constructed social media plan and tabling events. Thanks to our university partners, the Homecoming Board had the opportunity to table at Cougar Carnivals during NSOs and Weeks of Welcome. As we get closer to Homecoming Week, we are planning on doing “20 in 18”, which is a social media challenge of finding our board members in random spots on campus to get a promotional shirt. Our social media plan includes giveaways and planning reveals for key Homecoming information. On average, our social media growth has increased 22.83% over three sites since we initiated our plans for this year. The Homecoming Board has taken a proactive approach to build awareness and excitement among the student body. Ultimately, the method used to test our success in achieving these initiatives will be how many attendees we record at the 2018 Homecoming events. After these numbers are recorded, the Homecoming Board will assess the effectiveness of our overall marketing campaigns and communicate these findings in our transitional documents.

	FY15	FY16	FY17	FY18	FY19
Total Number of Events	8	10	10	9	8
Total Attendance	7,242	6,737	5,088	5,070	N/A
Attendance by Event	<u>Kick-off Pep Rally</u> - 891 <u>Block Party</u> - 1295 <u>Strut Your Stuff</u> 531 <u>Canned Food Extravaganza</u> - 261 <u>Homecoming Fiesta</u> 1550	Kick-off Pep Rally – 1869 Block Party – 1650 Canned Food Extravaganza – 182 Build a Coog – 557 Silent Disco – 156 Strut Your Stuff – 202 Mum Making 101 – 214 Rock the Campus – 127 Homecoming Fiesta - 1780-	Kick-off Pep Rally – 1450 Color Me Houston – 300 Can-Struction – 157 Coog-lympics – 321 Roll Bounce – 484 Strut Your Stuff – 425 Homecoming Fiesta – 1300 Rock the Campus – 321 Homecoming Concert - 330	Bed Races - 212 Can-Struction - 565 Trip to Houston - 506 Homecoming Fiesta - 761 Way Back Wednesday - 296 Strut Your Stuff - 442 Kick off Pep-Rally - 507 Rock the Campus - 331	n/a

Number of Collaborations	5	4		5	4
Facebook Likes	n/a	n/a		2,745	
Instagram Followers	n/a	n/a		2,129	
Twitter Followers	n/a	n/a		1,223	
Number of Spirit Cup Teams				13	

5. Please discuss any budget or organizational changes experienced since your last (FY2019) 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.

As of last year's SFAC, our request for one-time and base request for Homecoming Fiesta was denied in last year's request. We were also affected from the loss of the Homecoming Concert, thus prompting us to look into new programming for Homecoming Week's Thursday slot. Not receiving funding for both events has also hindered our collaboration ties with Frontier Fiesta and the Student Programming Board. In response to that we have moved to creating a new Thursday event titled "Glow Bounce" in which we hope to reconnect our collaboration with the Student Programming Board through a new avenue. The main issue for this year's Homecoming Board is creating new events that can bring students the full Tier One Homecoming experience on a tighter budget that limits our ability to meet the expectations of the student population.

6. If your unit concluded FY2018 with a Fund 3 addition to Fund Equity in excess of \$5,000, please describe the conditions which caused the addition and provide a line item identification of the budgetary source(s) of the addition (i.e. lapsed salary, conference travel, etc.).

The Homecoming Board is returning \$122.00 in fund equity this year.

7. Please list your 2019-2020 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs and Enrollment Services 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: To engage all members of the Homecoming Board in an effort to build leadership quantities and develop personal growth**
 - **Action Steps**
 - Engage all members of the Homecoming Board in more than just their assigned positions so that they learn more than just one aspect of leadership that can be applied in different ways.
 - Conduct yearly reviews and interviews of student leaders so necessary changes that are beneficial can be made our paid student leadership positions.
 - Cultivate a comprehensive leadership training to transition committee members into directors and/or executives.

This strategic initiative aligns with Student Success #1: Engage all students to intentionally develop leadership qualities, critical thinking and communication skills, diversity competencies, and personal growth.

This strategic initiative aligns with UH Goal #2: 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.

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- **Strategic Initiative 2: Cultivate a culture of collaboration with campus partners throughout campus to maximize budget.**
 - **Action Steps**
 - Action Step 1: Seek out collaborations with organizations that typically don't participate directly with Homecoming, such as the Valenti School of Communication and the College of Technology.
 - Action Step 2: Work with the Center of Student Involvement and Student Life to enhance the communication between the Homecoming Board and the student body to ensure very student is aware of what is going on in regards to Homecoming.

This strategic initiative aligns with Student Success #4: Enhance assessment of student success by defining measures at the departmental and divisional level with focus on the impact of our programs and services. Strengthen staff connections within the division, both professionally and personally.

- **Strategic Initiative 3: Maintain and increase the number of students and register organizations that wish to participate in Homecoming**
 - **Action Steps**
 - **Action Step 1:** Work with the Center of Student Involvement to ensure all registered student organizations are aware of what then Spirit Cup is and how they can get involved.
 - **Action Step 2:** Engage students at New Student Orientations and other tabling events to recruit potential assistant directors and volunteers.

This strategic initiative aligns with Partnerships #5: Promote alumni engagement and support for division initiatives in cooperation with Advancement.

- **Strategic Initiative 4: Planning and implementing events that aim to not only enrich Cougar Spirit, but overall a sense of connection with the University.**
 - **Action Steps**
 - **Action Step 1:** Homecoming will build on existing traditions so that they grow to become events that include more than just the organizations involved.
 - **Action Step 2:** Homecoming will provide additional activities that engage students and urge them to stay for the duration of the event.

This strategic initiative aligns with Student Success #5: Enrich the sense of connection, belonging, and shared UH identity among all students.

8. Recognizing that the potential to generate additional Student Service Fee income for FY2020 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% in your total FY2020 base Student Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made.

5% of the Homecoming Base Budget for FY19 is \$3,543.95. With this cut to the FY19 budget, we would have to cut the amount spent on marketing and apparel for next year's Homecoming Board. Every year, there is money set aside for the following board to be able to purchase certain supplies over the summer before the new fiscal year starts. For example, this year we were able to purchase save the date marketing designs, board apparel, and promotional items to help promote the date of Homecoming. With this 5% budget cut, next year's Homecoming Board would not be able to get that head start, and will cause the Homecoming Board to wait until September 1st to start designing, printing, and distributing marketing material.

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.

We currently receive all of our funding from SFAC. We have no opportunities for grants or donations attached to our events.

10. 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 currently no overlap with other organizations. The Homecoming Board is uniquely positioned to plan and implement official Homecoming events for the UH Community.