

UNIVERSITY OF HOUSTON

HOMECOMING
BOARD

Chair: Anthony Salcido

Vice Chair: Valentina Gajardo

Homecoming Board SFAC FY21

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, entertaining, and educational programs that enhance student life at the University of Houston during Homecoming Week.

Executive Summary

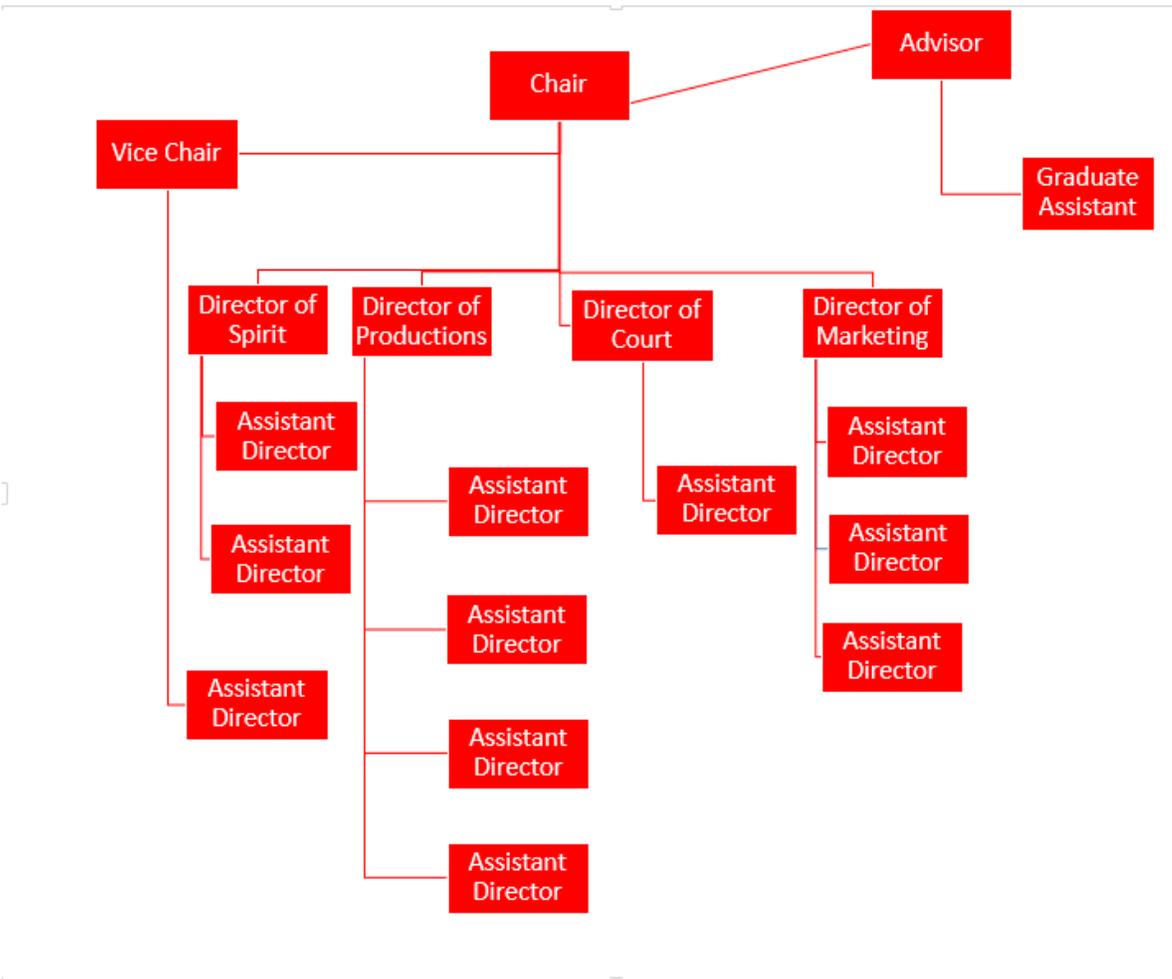
As one of the University of Houston's oldest traditions, the Homecoming Board exemplifies unity between students, staff, faculty, alumni and the surrounding community. The Homecoming Board plans and executes a week of events for the overall UH community to come together and showcase school spirit here at the University. Through various events including the Kick Off Pep Rally, Bed Races, and the Cougar Games, Homecoming generates feelings of excitement, amplifies school pride and brings overall 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 organization 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, new and traditional events, innovative ideas, and by including multiple and new stakeholders on campus. The Homecoming Board provides activities outside of the classroom, works 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 contributes by engaging students into active alumni who continue to impact campus vibrancy well beyond their time at UH. Staff and faculty are invited to interact with students by judging, volunteering, or also just enjoying each of our events 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 that includes many different types of opportunities for students to take part in. The mission is executed by collaborating with different student organizations, committees and campus departments, who assist with several events during Homecoming Week each year. 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: Anthony Salcido**
- **Vice Chair: Valentina Gajardo**
- **Director of Marketing: Alivia Mikahiel**
- **Director of Productions: Amari Outlaw**
- **Director of Spirit: Brendan Bennett**
- **Director of Court Activities: Kendall Hollingsworth**

3. List your unit’s strategic initiatives and action steps identified for the 2018-2019 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.

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. Bed Races and the 3D Cougar continued to take place in the same location but in addition other activities were added to add to the event. The Waffle Bus food truck was brought to the Bed Races event to bring students who are not participating in Spirit Cup out to the event.

Action Step 2: Review schedule and determine the optimal positions for each event throughout the week.

Status : Accomplished. Consistency of past events including Pep Rally on Monday, CAN-struction and Strut Your Stuff on Tuesday, Bed Races on Wednesday continued. Analyzing the schedule made it possible to add a new event with the same consistent theme on Wednesday named Spirit Swap, where Students were able to exchange shirts from other colleges with UH T-shirts.

Student Success Initiative #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.

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 : Deferred. The 2019 Director of Spirit has executed a Homecoming presentation to MGC and NPHC which informed new organizations in these councils about Homecoming events and Spirit Cup. By having each presentation be personalized, the organizations new to Homecoming feel welcomed to participate in Homecoming activities and the Spirit Cup competition.

Partnerships Initiative #1: Educate and empower campus partners to be our advocates.

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. Sent a mass email to new/past organizations enlightening them of the Homecoming Tradition. Reaching out helped spark an interest to new organization in participating. The Hallyu Club and Erudite Epsilon Lambda Chapter of Alpha Kappa Alpha sorority inc participated in Strut Your Stuff for the first time. In addition, the Student Program Board, Metropolitan Volunteer Program and Student Government Association participated in the 3D Cougar design.

Action Step 2: Work with University Advancement to develop and implement systems to acquire event sponsors.

Status : Deferred. As of now, with the shortened timeframe of the Homecoming Board Positions, it has not been proven feasible to identify event sponsors.

Division Cohesion Strategic Initiative # 4: Foster collaborative divisional processes focused on common goals.

Action Step 3: Connect to the local Houston communities and search for opportunities to collaborate through the Mayor's Office of Special Events.

Status : Changed. The Homecoming Board would like to shift the attention to reaching out to each college and their respective organizations. The Director of Spirit sent a mass email to each college to inform them of the possibilities of being involved throughout Homecoming Week.

Division Cohesion Strategic Initiative # 4: Foster collaborative divisional processes focused on common goals.

DSAES Plan: (http://www.uh.edu/dsaes/about/strategic_plan.html) **UH Goals:** (<http://www.uh.edu/about/mission/>)

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 and/or unique students 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, as well as attendance at our events throughout the week using swiping stations. Growth can be attributed to a well-constructed social media plan, tabling events, as well as other marketing on campus. Thanks to our university partners, the Homecoming Board had the opportunity to table at Cougar Carnivals during NSOs and Weeks of Welcome to promote joining the Homecoming Board as well as raising awareness of our events. As we get closer to Homecoming Week, we are planning on giving away homecoming material on social media to raise our outreach, as well as continuing to give out shirts to promote homecoming as well as other promotional items at our tabling events. Our social media plan also includes planning reveals for key Homecoming information. On average, our social media growth has increased by almost 10% 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 2019 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 as done in previous years to continue growth for years to come.

	FY16	FY17	FY18	FY19	FY20
Total Number of Events	10	10	8	8	8
Total Attendance	6,737	5,088	3,620	4,083	N/A
Attendance by Event	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	Kick-off Pep Rally- 599 Can-Struction- 641 Strut Your Stuff- 528 Spirit Swap- 458 Bed Races- 469 Glow Bounce- 637 Rock the Campus- 304 The Tailgate- 447	n/a

Number of Collaborations	5	4		5	4
Facebook Likes	n/a	n/a		2,745	2,902

Instagram Followers	n/a	n/a		2,129	2,389
Twitter Followers	n/a	n/a		1,223	2,720
Number of Spirit Cup Teams				13	

5. Please discuss any budget or organizational changes experienced since your last (FY2020) 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.

With the return of the Homecoming Concert to the Student Program Board’s funds, it has returned a marquee event to attract students to Homecoming Week. This has given the Homecoming Board the opportunity to partner with the Student Program Board for a pre-concert event. Through the use of marketing and promoting the event alongside the concert, we hope to have an exciting event with great attendance.

Another addition is the one time request granted to the Homecoming Board for Bed Race’s. Using these funds for the event, we are able to create more marketing for the event, as well as bring out food options and vendors to make it more of an event that will attract students and provide multiple outlets for them to get involved

6. If your unit concluded FY2019 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 \$1753 in fund equity this year.

7. Please list your 2020-2021 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: Programming more inclusive events by engaging with campus departments, colleges and organizations that have yet to be represented during Homecoming Week.

Action Steps:

- Create a detailed survey to send to departments, colleges and organizations not previously involved to focus on how to increase involvement from all areas of campus.
- Work with the Center for Diversity & Inclusion in creating a plan to modify programming to adapt to students, faculty and staff’s needs.

DSAES Student Success Initiative 2: Expand diverse experiences on exploration and education while identifying and meeting the needs of our student population through supportive, inclusive environments.

Strategic Initiative 2: Strengthen the relationship with the University of Houston and Homecoming Board Alumni by including them in more events throughout the Homecoming Week of Events.

Action Steps:

- Organize meetings between current and past Homecoming Boards to receive feedback and generate innovative ideas.
- Create a programming element that focuses on welcoming and engaging our alumni base

DSAES Partnership Initiative 5: Promote **alumni** engagement and support for division initiatives in cooperation with Advancement.

Strategic Initiative 3: Creating a sense of unity among the student body, through spreading of tradition, history, and values.

Action Steps:

- Create an outreach event to inform the student body of UH and Homecoming History.
- Collaborate with other campus traditions and prominent organizations in the effort to spread campus pride.

DSAES Student Success Initiative 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 FY2021 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 FY2021 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 FY21 budget, we would have to cut the amount spent on marketing for events. 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 shirts to raise awareness with freshmen at orientation as well as current students, and promotional items to help promote the date of Homecoming. This led to over 40 applications for the Assistant Director position. With this 5% budget cut, next year's Homecoming

Board would not be able to promote and reach out to all these students, 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. Due to the short time between hiring and execution of Homecoming Week, we do not have the time to outreach for sponsorships or donations.

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.