

UNIVERSITY OF HOUSTON
HOMECOMING
BOARD

Chair: Kendall Hollingsworth

Vice Chair: Brendan Bennett

SFAC FY2021 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 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

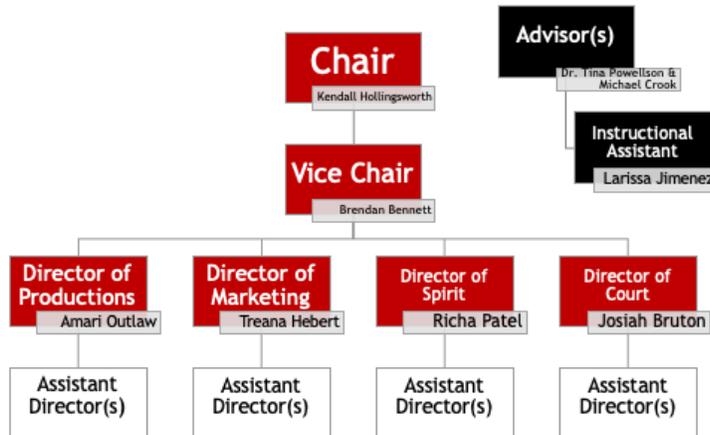
As one of the University of Houston's oldest traditions, Homecoming week exemplifies unity between students, staff, faculty, alumni and the surrounding community. The Homecoming Board plans and executes a week of events for the overall UH community to come together and showcase school spirit here at the University. Through various events including the Kick Off Pep Rally, Bed Races, and Strut Your Stuff, 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, and also by 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 claim as their own.

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.



Legend:
 Black = Staff
 Red = Student Employee
 White = Volunteer

3. List your unit's strategic initiatives and action steps identified for the 2019-2020 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. Additionally, other activities were added to add to the event including a mechanical bull and a bungee jump trampoline. 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.

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.

Stats: Accomplished. In 2019, we had 17 organizations participate in Spirit Cup, 4 of which were new. In 2018, we had 2 new organizations.

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. The 2019 Director of Spirit has executed a Homecoming presentation to MGC, HPC, IFC, and NPHC, which informed organizations in these councils about Homecoming events and Spirit Cup. By having each presentation be personalized, the organizations new to Homecoming felt 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 participation. 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.

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 and raise awareness of our events. As we get closer to Homecoming Week, we plan on giving away homecoming material on social media to increase our outreach and give out shirts and other promotional items at our tabling events to promote the week's events. Our social media plan also includes planning reveals for key Homecoming information, such as our Concert, giveaways, court announcements, and many other vital pieces of information.

	FY18	FY19	FY20
Total number of events	8	8	9
Total Attendance	3,620	4,083	2,473
Attendance by Event	Kick off Pep-Rally- 507 Bed Races- 212 Strut Your Stuff- 442 Can-Struction- 565 Way Back Wednesday- 296 Trip to Houston- 506 Homecoming Fiesta- 761 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	Painting with a Cougar- 70 Kick Off Pep Rally- 444 Strut Your Stuff- 387 Campus Roundup-396 The Cougar Games-372 Bed Races-518 Homecoming Fest- 356 Rock the Campus-216 Tailgate-446

	FY18	FY19	FY 20
Number of Collaborations	n/a	5	7
Facebook Likes	n/a	2,745	2,902
Instagram Followers	n/a	2,129	2,389
Twitter Followers	n/a	1,223	2,720
Number of Spirit Cup Teams	n/a	13	12

5. Please discuss any budget or organizational changes experienced since your last (FY2021) 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.

We made a one-time request to the Student Fees Advisory Committee for Bed Races. Bed Races during Homecoming 2019 was a great success. We more than doubled our attendance, created a fun, interactive event for all UH students, not just our Spirit Cup Teams. We had 2 food trucks, Waffle Bus and Smoosh, for students to eat for free, as well as a bungee jump, mechanical bull, and a DJ for student's entertainment. We believe Bed Races was a huge success due to the one-time funding we received from the Student Fees Advisory Committee.

Due to the current COVID-19 financial environment, we received a 7.5% budget cut from our one-time request for Bed Races, totaling \$2,958. We redirected our remaining funds to videographer and EMS services for a projected 6-hour event, UIT streaming services, signage to direct participants, and provide a box meal for our volunteers and board to take home.

6. If your unit concluded FY2020 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 concluded FY20 with an excess of \$25,119. Due to COVID-19, executives and directors of the Homecoming Board were hired much later than the average year, leaving a significant amount of money budgeted for summer salaries. In addition, our Director of Marketing was simultaneously employed by another department on campus until early September, and was not able to be paid until then. Regarding spending, we spent about \$1,500 for summer marketing, when the prior board had allotted over \$10,000 to spend on marketing and promo items.

7. Please list your 2021-2022 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: Continue to plan inclusive events by engaging with campus departments, colleges and organizations that have yet to be represented during Homecoming Week.

Action Steps:

- Reach out to prominent organizations who do not historically participate in Homecoming virtually, by scheduling informational sessions with them via CFSL, the Center for Student Involvement, or email.
- Create a survey to send to the student body, to incorporate student-owned and locally owned businesses into the week of Homecoming.

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 programming with notable alumni and current faculty/staff alumni to share their experiences at the University of Houston.
- Develop Facebook group or GroupMe for Homecoming Board Alumni and current Board members to connect.

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

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

Action Steps:

- Create virtual programming campaigns to inform the student body of UH and Homecoming history.
- Collaborate with other campus traditions and prominent organizations, such as Frontier Fiesta, Student Programming Board, and the Metropolitan Volunteer program in the effort to spread campus pride.

- Create a campus wide Homecoming experience by getting 10 organizations/ department sponsored student groups to participate (cub camp, CDI REACH ambassadors, etc)
- Develop programming and marketing to unite students with the University as the foundation of connection.

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 FY21 is \$4,574.85. With this cut to the FY21 budget, we would have to cut the amount spent on marketing for events over the summer. Every year, there is money set aside for the following board to be able to purchase supplies over the summer before the new fiscal year starts. With this 5% budget cut, next year's Homecoming Board would not be able to promote to many students during orientation. This will force 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 do 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.