

UNIVERSITY of HOUSTON  
**HOMECOMING**

**Student Fee Advisory Committee Questionnaire FY 2025**

**Chair: Valerie Ejiogu**

**Vice Chair: Kennedy Lott**

**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 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 programming 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 display 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. Also, the Homecoming Board engages the student body to create lasting memories at the University of Houston and provides alumni with an excellent way to stay connected with their alma mater.

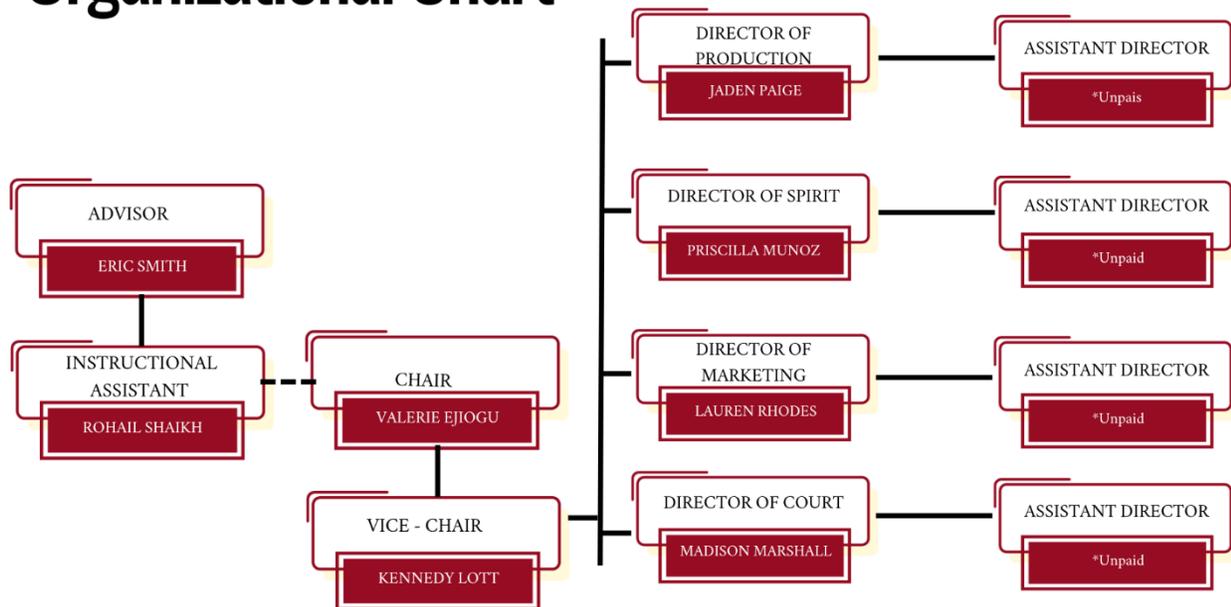
The Homecoming Board is a Tier One organization that works to include the values of tradition and inclusion into programming quality events for UH students. Homecoming can impact students' college experience through opportunities for engagement and involvement. The Homecoming Board strives to make each 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 also builds connections and relationships between the student body and alumni. The Homecoming Board contributes by engaging students and helping them become 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 Spirit Cup events, volunteering, and by 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 diverse 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.

# Homecoming Board Organizational Chart



**3. Please list your 2022-2023 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:** Engage students in Homecoming week events to levels seen prior to the Pandemic by reinforcing Homecoming's position as a highly anticipated annual tradition.

**Action Steps:**

- Increase attendance in Homecoming events by creating a slate of inclusive programs that appeal to the student body during the week of Homecoming.
- Through marketing, outreach, and partnership, increase the number of Spirit Cup teams from previous years.

**Status:** Accomplished - Homecoming successfully increased attendance and created new and engaging events, such as our #IAMUH and Coogflix movie night event. Additionally, we increased the number of activities offered at events like Canstruction and Bed Races. We also increased the number of Spirit Cup teams from the previous year from 5 to 8. This was done through engagement with new groups such as Residence Hall Association and the University of Houston Alumni Association.

**DSAES Values: Care**

**Strategic Initiative 2:** Promote inclusion and engagement of all students at events designed to be part of Spirit Cup Competition.

**Action Steps:**

- Create more inclusive events by incorporating additional activities at events designed to be part of the Spirit Cup Competition which allows for participation by all students who are not competing.
- Market these events in an inclusive way that demonstrates the events have something for everyone

**Status:** Accomplished - The Homecoming Board included new and engaging themed activities at events such as custom license plates, photo booths and inflatables at Bed Races, as well as spin art and airbrush tattoos which were included at Canstruction. Digital and physical marketing aspects included event descriptions that highlighted the "#IAMUH" event which included personal story saying that allowed for students to share their UH story. Thereby enhancing school spirit and creating an environment that allows students to share and identify with similar

experiences and backgrounds. As one example to showcase this, our attendance at Bed Races increased from 354 in FY 22 to 456 in FY23.

**DSAES Value:** Collaboration

**Strategic Initiative 3:** Connect current students with alumni by promoting specific aspects of Homecoming Week as a chance for alumni to engage with current students to create meaningful connections.

Action Steps:

- Include an event designed for participation of both current students and alumni at an appropriate time during the week of scheduled programming.
- Work with the University of Houston Alumni Association to promote specific events and aspects of Homecoming week to increase alumni involvement and connection.

**Status:** Accomplished – The University of Houston Alumni Association participated in Painting with the Cougars and Bed Races. Additionally, the Coogflix movie night event was designed to be inclusive of Alumni and their families. This event was marketed through UHAA along with campus marketing.

**DSAES Value:** Community

**4. Please list your 2024-2025 strategic initiatives and action steps in priority order and if operating under the DSA, cite the specific Division of Student Affairs Values and University of Houston Strategies Goals to which they relate. If your unit does not operate under the DSA, reference the strategic plan your unit operates under. Larger units may wish to group responses by subprograms. 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:** Encourage fellow Registered Student Organizations and University Sponsored Organizations to participate in more events throughout the week and increase the number of spirit cup teams outside of our Fraternities.

**Action Steps:**

- The Director of Marketing will advertise and market to new group categories in order to increase the number of spirit cup teams.
- Increase the overall number of collaborative events by developing new collaborations with other University Sponsored Organizations or Campus Departments.

**DSAES Value:** Empowerment

**Strategic Initiative 2:** Introduce new ways of incorporating marketing strategies that increase participation in events and expand Homecoming's presence on campus

**Action Steps:**

- Improve the effectiveness of Homecoming marketing through social media and marketing by using creative collateral such as digital screens, yard signs, banners, floor decals, general campus decor etc. throughout campus to increase attendance at events and enhance the visual representation of Homecoming.
- Assess student interest to create a plan that will help the Homecoming Board determine what types of entertainment, giveaways, and food options students would like to see at events during the week of Homecoming. This will be done through the use of surveys, social media polls, and tabling sessions.

**DSA Value:** Innovation

**Strategic Initiative 3:** Engage with campus partners to implement events and marketing strategies that appeal to alumni.

**Action Steps:**

- Connect with the University of Houston Alumni Association to create an event encouraging involvement and participation for both students and alumni of the University of Houston.

- Contract and utilize local and alumni owned businesses to promote services and resources to the UH Community during the Homecoming Week to enhance community engagement and involvement.

**DSA Values: Integrity**

- I. Articulate how KPIs are tracked and how/when your unit utilizes them to measure progress towards your goals. Are there any deficiencies in your ability to measure your KPIs? If so, explain why.**

KPIs are used to track our progress in various goals in the organization. In addition to attendance, we keep track of the amount and categories of spirit cup teams every year. We also keep track of the number of collaborations involved in each fiscal year of homecoming, as well as the number of locally/ alumni owned businesses used each year.

- II. Identify the milestones laid out on the path to achieving the long-term goals you have laid out. How do these milestones contribute to your unit's ability to hold itself accountable to the long-term goals?**

We have had consistent goals of increased number of collaborations, alumni attendees and improved marketing strategies.

- III. In your response, identify who (besides the department director) is responsible for each milestone in the plan and for measuring each KPI you have identified.**

Chair, Vice-Chair, and advisors

**5. Please discuss the means you are using to evaluate your success in achieving the strategic initiatives and/or action steps and their importance compared to others you might pursue. Where data exists, 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 this data. If available, please provide a program benchmarking data from comparable institutions.**

We can track our progress through student engagement and growth on social media platforms and attendance at events throughout the week using Event Passes. Growth can be attributed to a well-constructed social media plan and tabling at events. Through partnering with various university organizations and Weeks of Welcome, The Homecoming Board was able to table at Party in the Park, and Shasta’s Open House. Opening and Advertising us to a variety of new and incoming students. Student engagement had an overall increase with our social media following increasing by nearly a 1,000. Additionally, the Homecoming Board tracked engagement on social media, attendance at events, and feedback from students to assess our efforts.

	FY20	FY21	FY22	FY23
Number of Events	10	10	10	8
Total Attendance	4,418	1,071	5,675	4,771
Attendance by Event	Cougar Painting – 70 Kick-off Pep Rally – 444 Strut Your Stuff – 387 Campus Roundup – 396 The Cougar Games – 372 Bed Races – 518 Homecoming Fest – 356 Concert w/ SPB – 1,213 Rock the Campus – 216 Tailgate – 446	Kick-off Pep Rally - 80 Merch Give Away - 409 Campus Round Up - 82 Bed Races - 92 Movie Night w/ SPB - 55 Rock the Campus w/MVP - 29 DJ Battle - 109 Concert w/ SPB - 120 Penny Wars w/ DM - 56 Virtual Escape Room - 39	Kick-off Pep Rally – 613 Canstruction – 512 Strut Your Stuff – 342 Tie-Dye – 636 Bed Races – 354 Great Inflatable Race – 358 Concert w/SPB – 1,387 Rock the Campus w/MVP – 145 Fall Carnival – 1,312	Kick-Off Pep Rally – 601 Canstruction – 426 Strut your Stuff – 536 #IAMUH – 456 Bed Races – 430 Concert – 2109 Rock the Campus – 87 Coogflix** – 76

*\*Due to the COVID-19 Pandemic, in-person programming throughout the week of Homecoming for FY21 was limited. Virtual and hybrid events were incorporated into the week. Because 83% of students were solely enrolled in online classes, attendance was lower than previous years.*

*\*\*Storm during Coogflix event moved this event indoors and affected anticipated attendance.*

	FY20	FY21	FY22	FY23
Number of Collaborations	7	5	5	6
Facebook Likes	2,902	2,757	2,700	2,751
Instagram Followers	2,389	2,532	2,714	3,457
X (Twitter) Followers	1,720	2,107	2,007	1,899
Number of Spirit Cup Teams	12	5	6	6

**6. If your unit concluded FY2023 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 \$17,931 from Student Salaries. The Homecoming Board experienced a later than normal start date for many positions as well as a vacant position for most of the fiscal year.
- The Homecoming Board concluded FY23 with a fund balance of \$2,406 in Maintenance and Operations.
- The Homecoming Board concluded FY23 with a fund balance of \$1,221 in Administrative Charges.

**7. Recognizing that the potential to generate additional Student Service Fee income for FY2024 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% and 10% in your total FY2024 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 FY24 is \$3,815.45. This reduction would limit the recognition we would be able to provide the Homecoming Court in terms of sashes, crowns, flowers, etc. This has been a time-honored piece of the Homecoming tradition. Additionally, loss of these funds would directly affect the number and quality of activities available to students at Homecoming events which would likely lower the event attendance and student experience during Homecoming. Suggested cuts would include \$500 from recognition initiatives for Homecoming Court, \$1,000 from visual representation across campus (i.e. banners, decals, window poster, etc.), with the rest coming from entertainment and concessions at events such as airbrush tattoo artists, inflatables, and other activities.

**8. Please discuss any budget or organizational changes experienced since your last (FY2023) 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.**

The Homecoming Board did not experience any budget or organizational changes during FY 2023.

**9. Please discuss any budget or organizational changes experienced since your last year (FY2024) 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.**

The Homecoming Board did not experience any budget or organizational changes in FY23.

**10. Does your unit generate revenue? (Please do not address donations in this question) If your unit does not generate revenue, respond “not applicable. If so:**

Not Applicable

- I. Provide your unit’s P&L statement for the current fiscal year and trailing five-years showing all revenue streams for your unit.**
- II. Provide line-item data for each revenue stream.**
- III. For each revenue stream, provide an explanation of the nature of the revenue and briefly articulate the successes and failures for each line item.**

**11. Does your unit raises money from donors and sponsors? If your unit does not receive donations or sponsorships, respond “not applicable.” If so:**

Not Applicable

- I. Identify key staff members responsible for development and seeking sponsorships.**
- II. Provide financials for the current fiscal year, as well as the trailing five fiscal years including:**
  - 1. An analysis of your development activities. Include a breakdown of the nominal quantity of donors donating \$20m+, \$10m+, \$5m+ \$1m+, \$500k+, \$100k+, \$50k+, \$25k+, \$10k+, \$5k+, \$1k+, \$100+. Provide this both in terms of lifetime contributions and annual contributions.**
  - 2. An analysis of your sponsorship activities. Include a breakdown of total sponsorship dollars and identify your top twenty-five (25) sponsorship deals.**
- III. If applicable, provide a breakdown of each capital project or capital campaign in your unit. Explain how each capital project or campaign aligns with the goals and milestones laid out in your department’s strategic plan.**

**10. 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 funding from SFAC. Due to the brief time between hiring in May and execution of Homecoming Week in the fall, we do not have strong opportunities to outreach for sponsorships or donations.

**12. 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.

**13. What percentage of department M&O is allocated to marketing?**

- I. Please detail your comprehensive marketing strategy towards the student body including metrics used to measure the effectiveness of the marketing strategy.**
- II. How much revenue is allocated towards the marketing strategy?**

The Homecoming Board allocates a total of \$4,618 to marketing initiatives including, but not limited to, Homecoming advertisements, physical marketing collateral such as banners, yard signs, a frames, and window posters, and promotional items to market the week of events. Additionally, the Homecoming Board has received a One Time Allocation for Summer Marketing for several years totaling \$7,205 last year which went to purchase a number of promotional items and marketing materials over the summer to use at orientations and Weeks of Welcome events. This allocation helps greatly due to the specific timing of Homecoming earlier on in the fall semester.

**14. If any of your funding from the student service fee goes to your general operating fund, please detail where any student service fees you received went and what they were spent on as well as future intentions if granted. Otherwise please respond “not applicable”.**

Not Applicable

**15. How does your unit contribute to campus culture and improve the student experience? How is the effectiveness of these contributions measured by your unit if at all? What else can your unit do going forward to continue to improve your contribution to the student experience?**

**I. Does your unit contribute to turning students into coogs for life?**

Homecoming represents a vital part of culture and Cougar spirit. It is the one of the few times in the year where students, alumni and faculty alike, gather to celebrate, commemorate, and reminisce on some of the best days of our lives as cougars. Through Homecoming, we are able to give the students a strong foundation of pride and a road of successes to admire and rely on. When we feel discouraged as an institution, we look back at Homecoming and its theme to remind us of who we are, what we have accomplished thus far, and how much more we can achieve.

We can continue to involve more organizations and departments to collaborate in the week and celebration of Homecoming. This could translate to tasks such as, decorating offices, holding tabling hours during the upcoming weeks, volunteering, Spirit Cup teams or other events to commemorate the week.

Through Homecoming, students, alumni and staff alike, can recognize the importance of tradition, identity, and pride on campus. During the week of events, students make memories and friends that contribute to the Cougar Experience and build institutional affinity. Upon graduation, they are encouraged to come back as an alumni to participate in those same Homecoming activities long after their academic experience has concluded.