



COUNCIL FOR CULTURAL ACTIVITIES

SFAC FY 26



DIRECTOR - YHOALI GUERRERO BECERRIL
ASSISTANT DIRECTOR - MUNA AL HASAN

MISSION

The Council for Cultural Activities (CCA) is a University Sponsored Organization (USO) and serves as a source and a platform for Registered Student Organizations (RSOs) to actively promote all cultures and peoples in the University of Houston community.

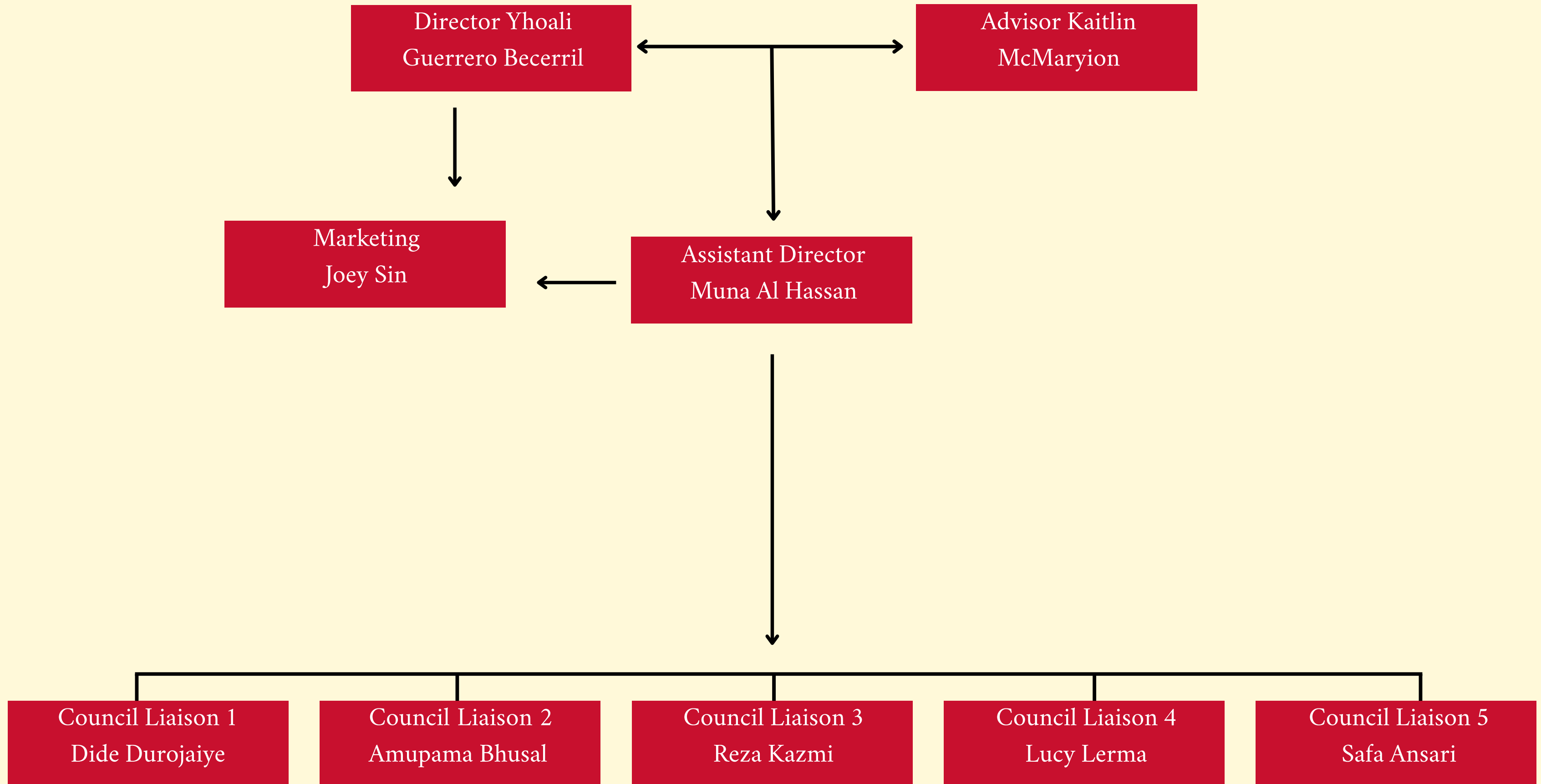
Signature Events:

- Cultural Taste of Houston
- Cultural Explosion
- Cultural Catwalk

Co-Sponsorships:



ORGANIZATIONAL STRUCTURE



DSA VALUES

Collaboration

Our greatest accomplishments come from the collaboration of varied perspectives, expertise, and resources within our division, across the entire university, and through strong partnerships with the community.

- W.O.W
- CSAC Mixers
- Shasta's Open House
- RSO Vendor Showcase
- AFB Info Sessions
- CSAC HSI/ AANAPISI
- Dia De Los Muertos - Oct. 30th
- I.E.W Committee
- Winter Around The World - SPB - Nov 21st



DSA VALUES

Empowerment

We foster an environment where individuals are empowered to learn, grow, and actively advocate for their own needs, while also supporting and standing up for the needs of others.

Co- Sponsorships we've funded

Fall 24: 13 - \$13,955

FY24: 61 - \$56,266.16

Equipment Rented:

Fall 24:5

FY24:13



DSA VALUES

Community:

We embrace our cultural awareness and work to ensure the University of Houston is a place where everyone feels a sense of belonging and responsibility for the well-being of their fellow community members.

Through the Council for Cultural Activities (CCA), we strive to provide opportunities for students to connect, celebrate, and learn from diverse cultures, further strengthening the ties that bind us together as one inclusive Cougar family.



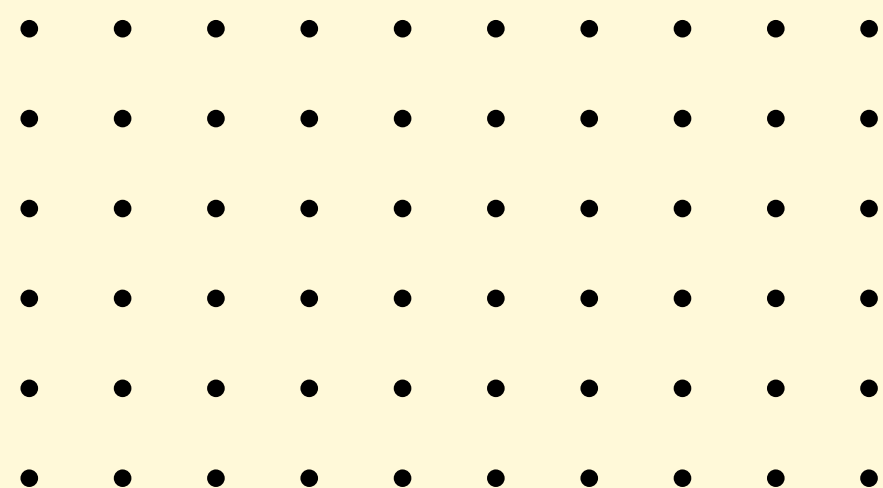


OUR SUCCESS

Testimonials

“I enjoyed volunteering for setup and getting a very nicely designed shirt. I attended 2024 spring and say the cool shirt and was like I got to come during fall” - Volunteer CTOH F24

“I liked the shirt designs and also being able to try out some different food options I wouldn’t normally get to experience” - CTOH F24 attendee



OUR SUCCESS

- Enhanced the CCA experience by sending all CSI approved RSOs introductory email, by giving them information
- Increased Informational sessions to educate RSOs on services available through CCA
- More RSOs as Member Organizations of CCA
- Increase in Social Media
- Full Board

MEMBER ORGANIZATIONS



Social Media

Instagram:

Starting from Party in the Park Aug 17th through Oct 1st we have increase: 19.1% of a around 1000 followers

Compared to last year's CTOH views/interactions:

2023: 2,130 accounts reached

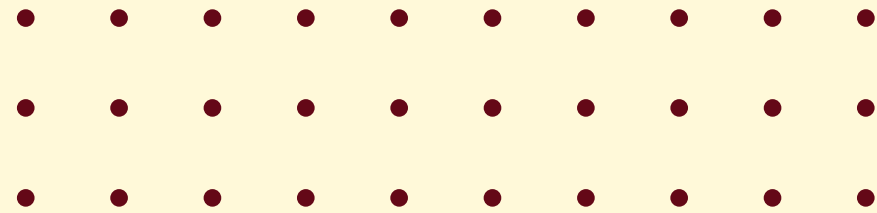
2024 (first date): 4,025

2024 (second date): 4,913

2024 (third date): 8,103

Only reel posted with Get Involved:

Over 20,000 views



PROGRESS

- New Advisor, started May 2024
- 7/8 new to CCA Board
- 5/8 new student leaders
- Sophomores and Juniors currently





CCA SIGNATURE EVENT

CULTURAL TASTE OF HOUSTON

The Cultural Taste of Houston (CTOH) is a food festival that is usually a part of Weeks of Welcome (WOW). We invite local cultural restaurants and vendors from all over the greater Houston area to campus, to showcase their popular and tasty menu items!





CCA SIGNATURE EVENT

CULTURAL EXPLOSION

The Cultural Explosion (CE) is a cultural talent competition where various student organizations get the opportunity to showcase their cultures and promote traditions for various prizes.

Not only does this give students the opportunity to exhibit and work on their performances but also gain experience in competing.





CCA SIGNATURE EVENT

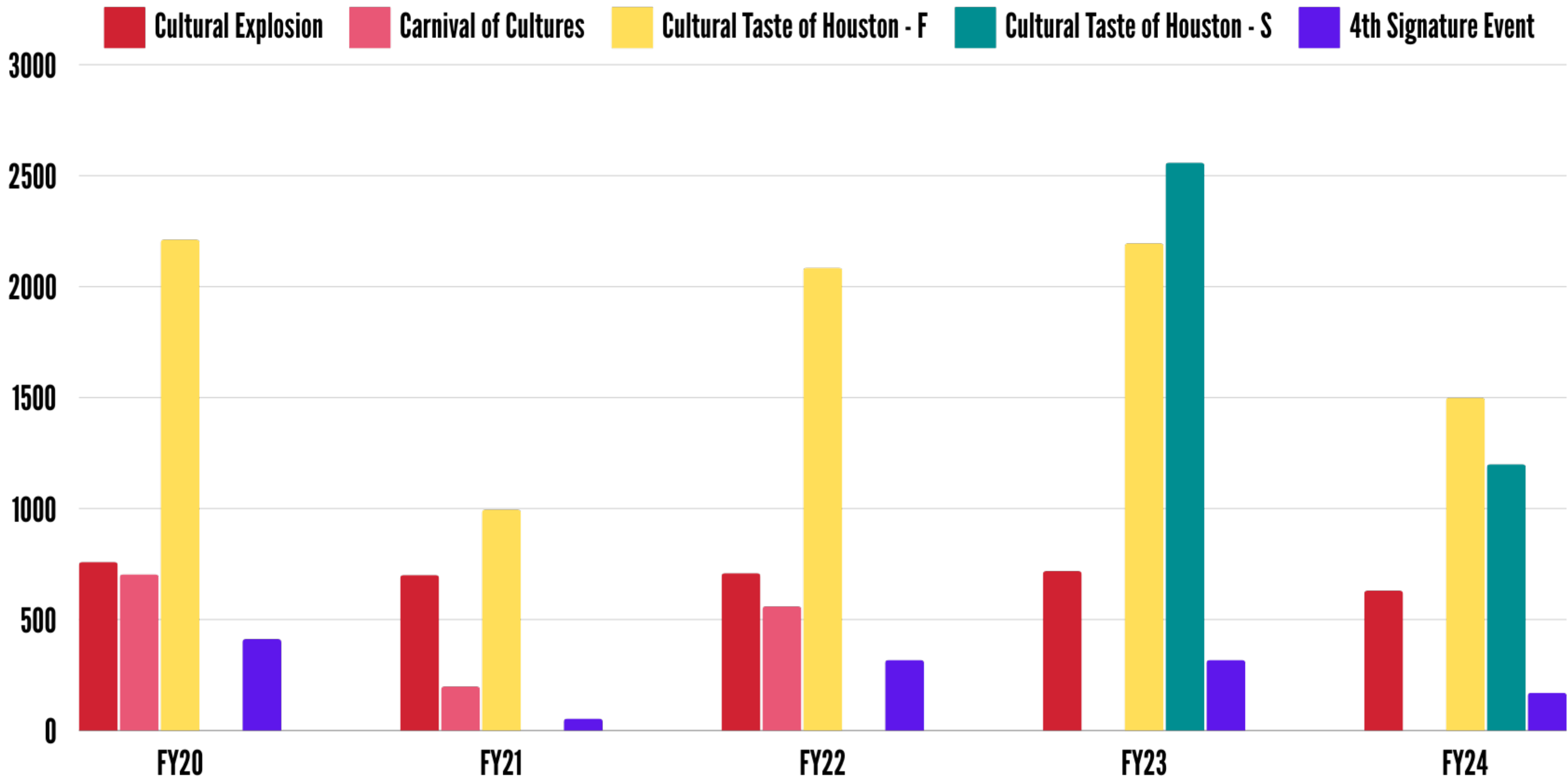
CULTURAL CATWALK

Cultural Catwalk was a unique event to last year that gave students the opportunity to showcase their cultural outfits!

112 students participated as models representing 43 different ethnicities.

A great turnout in terms of participation and attendance!





CHALLENGES

- Unforeseen weather led to decreased turnout and rescheduled events
- Low profit for cultural food trucks discourages them from participating

ONE TIME REQUEST - GLOBAL FUSION

- \$33,258
 - New Signature Event, substituting CTOH Fall
 - Aims to enrich the student experience by increasing exposure to the different cultures.
 - One-day festival.
 - Immersive cultural experience, emphasizing traditions, music, and hands -on activities rather than focusing primarily on food.
 - Seeks to deepen cultural engagement by highlighting various aspects of traditions and heritage that aren't typically covered through food trucks alone.

JUSTIFICATION

FUNDING REQUEST FY 25 FY26

| | | |
|---------------|----------|----------|
| Marketing | \$1,300 | \$2,000 |
| H.T.E | \$12,000 | \$0 |
| T-Shirts | \$4,500 | \$7,000 |
| Food Vendors | \$16,000 | \$24,000 |
| Entertainment | \$3,000 | \$12,000 |
| Photo/video | \$300 | \$300 |
| Decor | \$800 | \$4,000 |
| Subtotal | \$43,210 | \$52,258 |

FUNDING REQUEST FY 25 FY26

| | | |
|------------------|------------|-----------------|
| Event Total | \$45,803 | \$49,300 |
| Ticket Purchases | (\$12,000) | (\$12,000) |
| CCA contribution | (\$7,000) | (\$7,000) |
| Total Request | \$26,803 | \$33,258 |

BASE AUMENTATION - CTOH SPRING

- \$33,862
 - Been on campus for five years and has demonstrated improvement in event logistics and continues to engage students
 - Variety of ethnic food vendors from around the city of Houston
 - Students can purchase a ticket for \$2
 - More shirts as they were out within the first hour
 - More marketing, the more the word gets out there for the event
 - Wanting to bring more variety and more hands -on activities where students will learn and appreciate more traditions, other than just food.

JUSTIFICATION

FUNDING REQUEST FY 25 FY26

| | | |
|---------------|----------|----------|
| Restaurants | \$15,000 | \$22,500 |
| T- Shirts | \$5,300 | \$6,200 |
| HTE | \$18,000 | \$18,500 |
| Marketing | \$1,500 | \$1,800 |
| Security | \$350 | \$350 |
| Ticket Print | \$350 | \$350 |
| Entertainment | \$2,710 | \$3,000 |
| Subtotal | \$43,210 | \$52,700 |

FUNDING REQUEST FY 25 FY26

| | | |
|------------------|------------|-----------------|
| Event Total | \$45,803 | \$55,700 |
| Ticket Purchases | (\$12,000) | (\$12,000) |
| CCA contribution | (\$7,000) | (\$10,000) |
| Total Request | \$26,803 | \$33,862 |



THANK YOU!



QUESTIONS?