

**STUDENT FEES ADVISORY COMMITTEE (SFAC)**  
**FY2026 PROGRAM QUESTIONNAIRE**

- 1. Please provide a one-page executive summary of your questionnaire responses. This summary should include, in brief terms: your unit's mission, goals that support your mission, and a justification of your unit's student fee allocation in terms of benefits for students.**

**Mission:**

The Council for Cultural Activities (CCA) is a University Sponsored Organization (USO) that serves as a source of support and a platform for Registered Student Organizations (RSOs) to actively promote a wide range of cultures and ensures all communities are represented at the University of Houston. The Council for Cultural Activities will establish its presence through a network of UH community and student partnerships to endow the University of Houston with widely recognized cultural traditions.

**Goals that Support Our Mission:**

The Council for Cultural Activities (CCA) accomplishes its mission by celebrating and recognizing the range of cultures at the University of Houston through four signature events: Cultural Taste of Houston, Cultural Explosion, Carnival of Cultures, and a fourth unique event. Each of these events is designed to create an open environment where students can learn about and appreciate various cultures.

CCA serves as an umbrella organization for its member organizations, offering essential support through financial resources, equipment, marketing, and event planning assistance via the co-sponsorship experience. This support enables member organizations to effectively host events that highlight their cultural contributions and engage the student body.

Additionally, CCA is dedicated to cultivating student leaders' abilities to empower themselves and others from different backgrounds. Through workshops, mentorship programs, and leadership opportunities, CCA fosters an environment where students can develop their skills and confidently advocate for their cultural identities.

Finally, CCA provides collaboration opportunities between Registered Student Organizations (RSOs), University Student Organizations (USOs), and campus departments, promoting a spirit of unity and cooperation. By facilitating partnerships, CCA ensures that cultural events are all-racing, impactful, and reflective of the cultural student body at UH.

**Justification:**

The presence of CCA on campus enhances students' awareness of the variety of cultures that exist at UH and promotes the celebration of their differences that unite them. CCA provides a platform for the UH community to experience a range of cultures through programming and co-sponsorship of cultural events. CCA promotes cultural awareness by helping RSOs with a shared socio-cultural identity who lack the financial means or expertise to host events that display their culture. The co-sponsorship process is critical to the success of many RSOs. CCA pairs RSO's with a liaison who listens to their needs and determines the best feasible way to proceed to highlight and share their culture with the UH community. With the support of CCA, RSOs increase the quality and the reach of their cultural events. CCA also provides RSOs with equipment instrumental for an event's success by providing free access to machines such as popcorn, snow cone and more along with supplies like coolers and carts. CCA also informs RSOs of personal and professional development workshops happening around campus, specific workshops for leaders of RSOs like the Center for Student Involvement's SOLAR and SOLD leadership experiences. CCA is a crucial partner in the quest to increase culture's impact on student growth. In addition, CCA hosts four signature events throughout the academic year to incorporate cultures, both local and international, into the UH community to incentivize cultural awareness on the campus.

- 2. Please discuss the means that you are utilizing to evaluate both your success in achieving the DSA strategic initiatives and/or action steps and their importance as compared to others that you might**

**pursue. Where data exists, discuss any assessment measures and/or learning outcomes used to evaluate program success. Please provide the method for collecting this data.**

**Assessment:**

The Council for Cultural Activities (CCA) employs a comprehensive assessment strategy to evaluate the effectiveness of its initiatives, and the support provided to its member Registered Student Organizations (RSOs). This strategy includes several key components:

- a. **Surveys to Member RSOs:** CCA conducts regular surveys distributed to all member RSOs to gather insights on their experiences, needs, and satisfaction levels with the support and resources offered by CCA. These surveys are critical to understand the specific challenges and expectations of the RSOs.
- b. **Feedback Collection through Event Receipt Submission:** Following each CCA-sponsored event, feedback is collected from RSOs in the form of an "Event Receipt Submission." This process allows RSOs to provide detailed assessments of their event experiences, including what worked well and areas for improvement.
- c. **Post-Event Surveys for Signature Events:** At the conclusion of CCA's Signature Events, post-event surveys are distributed to attendees and volunteers. These surveys collect valuable feedback on participants' experiences, satisfaction levels, and suggestions for future events, enabling CCA to enhance the quality and impact of its programming.
- d. **Attendance Tracking via Event Pass:** CCA utilizes Event Pass technology to track attendance at various events. This data provides insights into participant engagement and helps assess the reach and effectiveness of CCA's initiatives.

Through these myriads of assessments, CCA has identified a significant need among RSOs for increased assistance in navigating university policies and the co-sponsorship request process. In response, CCA has designated Liaisons available to support any RSO registered as a member organization under CCA. These Liaisons play a vital role in guiding RSOs through the complexities of university procedures and co-sponsorship requests. Moreover, the CCA co-sponsorship experience has proven to be essential for the planning and execution of member organizations' events. By facilitating collaboration and providing resources, CCA empowers RSOs to successfully realize their events while fostering a sense of community and cultural engagement on campus.

**Success:**

The Council for Cultural Activities (CCA) evaluates its success through several key performance indicators that reflect its impact and engagement within the university community. Here's a breakdown of the metrics used:

- a. **Number of Collaborations:** This metric assesses how many partnerships CCA has formed with various departments and university-sponsored organizations. Collaborations can enhance program visibility and expand resources.
- b. **Approved Co-Sponsorships:** This refers to the number of events or initiatives that have received formal co-sponsorship from CCA, indicating its willingness to support and promote a wide range of cultural activities.
- c. **Attendees for Signature Events:** Tracking attendance at major events provides insight into community engagement and the effectiveness of promotional strategies.
- d. **Quality of Member Organizations' Co-Sponsorship Experience:** Gathering feedback from member organizations on their experience co-sponsoring events can help CCA improve collaboration and ensure that partnerships are mutually beneficial.
- e. **Social Media Follower Count:** This metric reflects CCA's online presence and engagement with the student body. A growing follower count can indicate increased interest in CCA's activities and initiatives.
- f. **Total Number of CCA Member Organizations:** Counting both returning and new member organizations provides a measure of CCA's growth and the effectiveness of its outreach efforts.

By focusing on these indicators, CCA can assess its performance and identify areas for improvement, ensuring that it effectively promotes cultural awareness and engagement at the University of Houston.

Number of Member Organizations	65
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Number of Approved Co Sponsorships by CCA	60
Number of Events	5
Numbers in Social Media	3600

**Attendance:**

CCA maintained the popularity of its 4 signature events with the return of students and in-person programming on campus. There is an obvious need and want for cultural programming on campus. Additionally, CCA plans to strategically market to increase engagement and participation across our signature events. Our fourth signature event changes every year due to the needs of the student community. In FY23 it was Cultural Catwalk, a cultural fashion show that highlighted different countries and their traditional wear, during Culture Connect Week. The diagram below shows the attendance for CTOH being lower than previous years. Due to the weather CTOH was rescheduled twice, it's important to note that the event was rescheduled twice, which likely impacted attendance and participation. Despite these challenges, the event was still highly successful, bringing together many communities and creating a vibrant cultural experience. The resilience and adaptability shown in organizing the event contributed to its positive impact and overall success, even under less-than-ideal circumstances.

Event Attendance	FY22	FY23	FY24
CTOH – FALL	2084	2084	1500
CTOH – Spring	NA	2559	1200
Cultural Explosion	710	718	630
Cultural Catwalk	318	255	170

**3. Please discuss any budget or organizational changes experienced since your last (FY2025) 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.**

CCA received \$34,362.57 in carry forward funds from FY24 to FY25. These funds were approved to pay for goods and services received in FY24 where expenses were processed in FY25 as outlined below. Specifically, \$30,000.00 was approved to pay expenses for Cultural Taste of Houston which was scheduled to take place in FY24 but was rescheduled to the beginning of FY25 due to inclement weather.

Amount	Prog ID	Program Description	Description - CCA SFAC	Submitted to Business Services
2,117.19	I0060 - CCA SFAC	Indian Student Association	Co-Sponsorship: Dandiya Dhamaka event	1/22/2024
491.45	I0060 - CCA SFAC	Final Measure	Co-Sponsorship: Final Measure showcase send off	3/20/2024
849.15	I0060 - CCA SFAC	High Point TX	CCA Board uniforms	7/31/2024

657.14	I0060 - CCA SFAC	Best Entertainers	Cat's Back (currently all \$4600 is in the MVP FY25 soft commitments) - event on 8/21 and 8/22/2024	8/26/2024
213.24	I0060 - CCA SFAC	Creation Station	Cultural Taste of Houston marketing	8/26/2024
34.40	I0060 - CCA SFAC	Creation Station	Patches for date change for Cultural Taste of Houston due to weather	8/29/2024
30,000.00	I0060 - CCA SFAC	Cultural Taste of Houston	Funds to pay out all contracts and food trucks due to event moving for weather - new event date is 9/19/2024	N/A
<b>\$34,362.57</b>	<b>Total</b>			

**4. Recognizing that the potential to generate additional Student Service Fee income for FY2025 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 5.0% in your total FY2025 base Student Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made.**

A 5% reduction to the Council for Cultural Activities (CCA) budget would amount to \$8,127.35. To address this budget cut, CCA would be forced to make significant adjustments that would negatively impact its programming and cultural engagement on campus.

First, CCA would reduce its budget by \$5,000 by eliminating the Cultural Fiesta, which is traditionally held during the broader Fiesta celebrations. Cultural Fiesta is a significant event that enhances cultural representation and programming within it. Without it, there would be a noticeable reduction in cultures showcased during Fiesta, which could affect the universal and richness of the event. This elimination would limit students' exposure to various cultural traditions and diminish the range of culture programming that CCA brings to the table during Fiesta.

In addition, CCA would remove another \$2,127.35 from its budget, directly affecting its ability to provide funding for student organizations. These funds are typically allocated for co-sponsorships, which are crucial in supporting cultural events on campus. Without these resources, CCA's ability to fund student-led cultural events would be severely limited, reducing its overall presence and impact. Many cultural student organizations rely on these co-sponsorships to fund their events, and without them, cultural programming on campus would decrease. This could lead to fewer opportunities for students to engage with and celebrate cultural experiences, ultimately weakening CCA's influence and contribution to the University of Houston's cultural landscape.

The combination of losing a major cultural event and reducing co-sponsorship funding would significantly hinder CCA's mission of promoting cultural awareness and representation across the campus.

**5. 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.**

Council for Cultural Activities (CCA) generates revenue through its signature event, the Cultural Taste of Houston, hosted during the Fall and Spring semesters. This event is designed to provide students with a unique opportunity to experience the wide range of cultures represented at the University of Houston through food sampling, while maintaining affordability for students.

In the Fall semester, tickets for the event are sold at \$5 each, though the value of the food samples provided is estimated to be \$9 per sample. Similarly, during the Spring semester, tickets are sold at \$1 each, while the value of the samples is \$2 each. These pricing strategies represent a cost-recovery effort rather than a profit-making initiative. The intention behind this approach is to offset a portion of the costs associated with organizing the event while keeping the ticket prices low enough to ensure broad student participation.

By offering subsidized ticket prices, CCA ensures that students can enjoy this one-of-a-kind cultural experience without facing financial barriers. Although ticket sales contribute to covering some of the event expenses, it is important to note that CCA does not generate any profit from this revenue source. The goal is purely to reduce costs per student while enriching the campus community with cultural interactions and experiences, reinforcing CCA's commitment to accessibility.

This financial model allows CCA to uphold its mission of providing culturally enriching programs without burdening students, while also ensuring the longevity and success of the event year after year.

**6. Please use the following file naming conventions when submitting your pdf files to the Dean of Students:**

FY26Q_DepartmentName	Questionnaire
FY26AOT25a_DepartmentName	Add'l One time request - change "a" to "b", "c", etc for additional one-time requests
FY26WS_DepartmentName	Excel worksheet
FY26BA_DepartmentName	Base Augmentation request
FY26OTa_DepartmentName	One time request - change "a" to "b", "c", etc for multiple one-time requests
FY25PRES_DepartmentName	Presentation

**NOTE:** *The totality of your responses to these questions should give the members of the Committee a comprehensive understanding of the role and function of your unit(s). To the extent that your responses do not accomplish this, please revise them accordingly.*

**Questionnaire completed by (please include name, title, email, and phone number):**

Yhoalibeth Guerrero Becerril, CCA Director, [yguerre3@cougarnet.uh.edu](mailto:yguerre3@cougarnet.uh.edu), (469) 352 – 7412.