

(b) FY26 One-time Request First-Generation College Celebration (FGCC) (First-Gen Bash)

Recently the Center for Student Empowerment was the main contributor to the FirstGen Forward designation that the University of Houston recently received. One of the major requirements to continue the designation is to host a First-Generation Student Celebration. Due to the vast first-generation student population (**45%**), which is why we require funds to be able to service the vast population size.

The goals of First-Generation week and bash are:

- Bringing awareness of First-Generation programs
- First-Generations student retention
- First-Generation student recruitment
- Increase persistence to graduation of first generation by bring awareness of services such as academic, personal, career, and professional advising and programs
- Promoting first-generations student recognition
- Increase Sugarland and Katy First-Gen student Involvement.

DSA Strategic Initiative:

- DSA Strategic Initiative Student Success
- DSA Strategic Initiative Increased grants/donations
- Increased engagement for students at UH Sugar Land and UH Katy campuses

First-Generation undergraduate students across state universities.

A&M University.....	15,963
Lamar University.....	7,482
Sam Houston University.....	10,701
University of Houston.....	21,004
University of Texas.....	12,580

Though the University of Houston has more first-generation undergraduate students enrolled than other Texas state universities we have yet to reach the same level of campus wide reignition and celebration.

University of Houston marketed 5 events in 2023. Universities like ATM and UT host campus wide events throughout the week with a large bash on November 8th. These Bashes provide students with free games, merchandise, food, and community building.

Other events include:

- Free breakfast throughout the week
- Luncheons
- Award Ceremonies
- Football games dedicated to First-Generation students

- Half price event tickets
- Entrepreneurs market
- Daily giveaways
- Pop-up parties
- Special speakers
- Outdoor concerts
- Carnivals

The following is a breakdown of what is required to provide our students with the same experience provided at other universities with fewer first-generation students.

Marketing	\$3,500.00
Venues	\$2,500.00
Merchandise	\$10,000.00
Food	\$4,000.00
Entertainment	\$7,000.00
Subtotal	\$27,000.00
6% Administration Fee	\$1,620.00
Total	\$28,620.00