

UNIVERSITY of HOUSTON
HOMECOMING

Student Fee Advisory Committee Questionnaire FY 2026

Chair: Kennedy Lott

Vice Chair: Mariana Salinas

Question 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 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 showcase school spirit here at the University. Through various events including the Kickoff 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 focuses on creating a sense of belonging to include the values of tradition 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 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 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.

Question 2: 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 Event Pass. Growth can be attributed to a well-constructed social media plan and tabling events. Thanks to our university partners, the Homecoming Board had the opportunity to table at Cougar Carnival and Cage Rage during New Student Orientations and Weeks of Welcome in 2023. Additionally, the Homecoming Board tracked engagement on social media, attendance at events, and feedback from students to assess our efforts. In FY24, we encountered an increase in all our event attendance, except one. Due to unexpected storms, our concert with the Student Program Board saw a significant drop in attendance compared to previous years.

	FY22	FY23	FY24
Number of Events	10	10	10
Total Attendance	5,675	4,771	4,021
Attendance by Event	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	Cougar Painting – 50 Kick-off Pep Rally – 601 #IAMUH – 456 Strut Your Stuff – 536 Bed Races – 430 CANstruction – 426 Concert w/SPB – 2,109 Rock the Campus w/MVP – 87 Coogflix** – 76	Cougar Painting – 76 Kick-off Pep Rally – 746 Spirit Swap – 613 Strut Your Stuff – 404 Bed Races – 477 CANstruction – 505 Concert w/SPB** – 826 Rock the Campus w/MVP – 133 Cougar Quest – 241

***Due to inclement weather, these events experienced a decrease in attendance*

	FY22	FY23	FY24
Number of Collaborations	5	5	5
Facebook Likes	2,902	2,757	2,700
Instagram Followers	2,389	2,532	2,714
Twitter Followers	2,720	2,107	2,007
Number of Spirit Cup Teams	12	5	13

In FY24, the organization upheld a consistent level of collaboration, with 5 partnerships, reflecting a stable commitment to teamwork and strategic alliances. This steady approach contrasts with the significant increase in the number of Spirit Cup teams, which rose to 13 after a dip to 5 in FY23. This resurgence suggests a revitalization of community engagement and participation, likely fostering a stronger sense of camaraderie and competition among teams. The increase in Spirit Cup teams could also indicate successful outreach efforts or new initiatives aimed at boosting involvement and enthusiasm within the organization. Overall, these trends highlight a balanced strategy of maintaining collaborative relationships while enhancing internal participation and spirit.

Question 3: 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 organizational changes since our last SFAC request.

Homecoming received \$ 9,946.75 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 FY 25 as outlined below.

Amount	Program Description	Description – Homecoming SFAC
\$8,681.71	Cowgirl	Promotional items for the Homecoming Board
\$607.90	High Point TX	Homecoming Board uniforms
\$657.14	Best Entertainers	Cat’s Back entertainment split among USOs
\$9,946.75		

Question 4: Recognizing that the potential to generate additional Student Service Fee income for FY2023 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 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 \$5,693.40. With this cut to the FY24 budget, the Homecoming Board would be forced to cut the amount of spending for marketing to advertise events and bring a visual component of Homecoming to campus. A reduction of this amount to the budget would prevent the Homecoming Board from marketing events prior to the week with the level of physical marketing collateral as well as reduce the number of event giveaways and shirts which help students feel the Homecoming spirit. Cutting this amount would reduce engagement and excitement for this vibrant campus tradition.

Question 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.

We currently receive all funding from SFAC. Due to the brief time between hiring student leaders in May and execution of Homecoming Week in the fall, we do not have strong opportunities to outreach for sponsorships or donations.

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

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