



Student Program Board
Student Fees Advisory Committee Program Questionnaire FY2026
President: Jordan Porter
Vice President of Marketing and Assessment: Gwyneth Tan
Vice President of Membership: Keyera Joseph

- 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 Student Program Board's mission is to enhance the student experience at the University of Houston and bring the University of Houston community together through entertaining, thought-provoking, and exciting events. SPB exists to create programs with social, cultural, and intellectual aspects for the student body throughout the year which all students are encouraged to attend. SPB will also provide opportunities for students to excel in leadership roles and assist in enhancing the student experience through our many committees.

Accomplishing Our Mission:

The Student Program Board (SPB) accomplishes its mission by planning and implementing free events catered to a wide array of students across the student body. We do this through our 5 committees: Major Events, Special Events, Cinema, Performances and E-Sports. Each of these committees is formed to create and implement various programs throughout the year to cater to the ever-changing interests of the student body. Students are able to join our committees for free due to the Student Program Board having a zero-dollar membership fee. Each committee comprises numerous students with various backgrounds, majors, and interests that a Committee Chair and Co-Chair lead. These five committees meet to assist the Committee Chair with planning events that incorporate many aspects that will appeal to many students, ensuring that SPB is keeping up with the current trends and changes within the Student Body.

Justification:

SPB recognizes that the college experience should include more than academics and wants to promote an interactive environment for students to participate within the University of Houston campus. With the engaging experience that we provide, the organization contributes to the student's overall commitment to the university and their greater sense of belonging in this campus community. Furthermore, we encourage students to persist in their college career and graduate. Students who get involved on campus are more likely to graduate on time and have an increased connection to the university, which will lead to more involved alumni. The student fee dollars allocated by SFAC directly impact the quality of our organization, programs, and our ability to host quality events for students. It is SPB's goal to provide SFAC with the information necessary to support our large goals and aspirations not only for the future of our organization but for the future of the University of Houston's overall collegiate experience for students.

- 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.**

The Student Program Board's goal is to coordinate events that promote student engagement while also facilitating relationships and creating memories for the student body. To do so, we must assess the details of our events. Our assessment includes looking at previous events and understanding where we can improve in the future. After each event, board members debrief about what we did well and what we need to improve on for future events. Doing this allows the board to provide constructive feedback and encourage communication and productive decision-making. The Student Program Board does not generate revenue from our events; therefore, we do not have any revenue sources.

SPB employs various assessment tools, including, but not restricted to polls conducted on social media platforms. This was heavily emphasized over the summer to help plan the fall programming calendar by gaining insight from the general student body. Further insight is sought out for student input on what films students are interested in the Cinema committee showing, or which artist students would like to see for performances during Homecoming and Frontier Fiesta. Our Vice President of Marketing creates a marketing survey each month asking what areas students spend time together most in, what buzz words compel students to come out to an event, what was students favorite SPB event, what form of marketing is most effective, what social media platform do students use most, etc. The data we gathered helps SPB market more intentionally in the designs we create, the wording we use, and where we post our marketing materials on social media and on campus.

Every chair must complete the program planning file for each event which includes an event proposal, a marketing plan checklist, a survey/evaluation, and an action plan. The evaluation contains information about attendance, total cost, cost per student, student feedback from surveys, strengths and weaknesses of the event, and improvements for future events that are like the event hosted. SPB routinely evaluates the marketing plan based on the attendance data collected. How many students attended a particular event is essential to understanding how students may feel about the event. With the help of Event Pass, we can accurately track our attendance numbers.

Fiscal Year	FY 24	10,095
Number of Events	FY 23	12,687
Overall Attendance	FY 22	15,990

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

An organizational change that has occurred since our FY2024 SFAC request is the incorporation of an ESports Chair within our officer board, thanks to the generous support of SFAC. This strategic addition has not only enhanced our organizational structure but has also allowed our organization to proactively reach out to the thriving gaming community on campus. As a result, the Student Program Board has been able to help organize CougarCon, a highly successful Weeks of Welcome event that has increased 43% to a remarkable 2,200 attendees, fostering a stronger sense of community and engagement amongst our student body. This event provided a platform for students with shared gaming interests to connect, bond, and feel more integrated into the campus community, ultimately enhancing their university experience.

SPB also had a carry forward of \$11,249.06 from FY24. These funds were approved to pay for goods and services received in FY24 where expenses were processed in FY25 as outlined below.

Amount	Prog ID	Program Description	Description - SPB SFAC	Submitted to Business Services
3,825.00	I0324 - SPB SFAC	Best Entertainers	Entertainment for Festabubble event	5/20/2024
\$783.73	I0324 - SPB SFAC	CreationStation	Fiesta Concert marketing	8/15/2024
\$1,399.99	I0324 - SPB SFAC	Cowgirl Promotions	New SPB Tent	8/15/2024
\$272.50	I0324 - SPB SFAC	CreationStation	Movie marketing: Wonka	8/15/2024
\$755.70	I0324 - SPB SFAC	CARS	AV for Cougar Con (event date 8/20)	8/23/2024
\$2,200.00	I0324 - SPB SFAC	Colt Berry	Computers for E-Sports tournament for Cougar Con (event date 8/20)	8/23/2024

\$1,355.00	I0324 - SPB SFAC	Karli Guity	Balloons for Cougar Con (event date 8/20)	8/23/2024
\$657.14	I0324 - SPB SFAC	Best Entertainers	Best Entertainers Vendor for Cougar Con (event date 8/20)	8/26/2024
\$11,249.06 Total				

- 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 reduction of 5% to the FY2023 base Student Service Fee budget is \$8,856.00. A budget reduction would significantly impact Winter Wonderland, a cherished tradition eagerly anticipated by students each year. It has become a hallmark event on campus, creating a sense of togetherness during the holiday season. Snow, a key attraction, transforms our campus into a magical winter wonderland and sets the stage for a memorable experience. A reduced budget would lead to us only getting 50 lbs of snow versus the 100 lbs, potentially affecting event attendance as it is integral to the event's essence. Winter Wonderland historically features three snow zones: sledding, snowball fights, and snow angels. Each adds to the event's charm and offers unique experiences. This event is more than just an occasion; it is an opportunity for our campus community to unite, celebrate the holiday season, and forge lasting memories. Adequate funding ensures Winter Wonderland's continued success, preserving its reputation as a highlight of the academic year. It enables us to create a captivating winter wonderland, strengthening student bonds and enriching their college experience.

In addition to reducing the amount of snow at Winter Wonderland, our board would also need to eliminate certain food items like hot chocolate, funnel cakes, and other sweets that have been a part of the event in the past. We would be unable to provide T-shirts for students due to the associated costs. These adjustments would significantly impact the overall Winter Wonderland experience, which is one of our most iconic events on campus. Additionally, SPB would be required to cut \$2,500 from the budget allocated for the Stuff-a-Bear event. This event has consistently garnered strong student participation and enjoyment in the past. The reduction in supplies for this event would potentially lower attendance and decrease student engagement. Meeting student demands and needs has always been a top priority for SPB, and a reduction in funding for this event would challenge our ability to maintain this commitment.

- 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.**

The Student Program Board does not receive funds from other sources. We do not generate revenue for our events.