

COUNCIL OF ETHNIC ORGANIZATIONS

One-Time Allocations Requests FY 2012

The Council of Ethnic Organizations would like to present One-Time Allocations Requests to the SFAC Committee in regards to:

1. Increased monthly programming dollars
2. Funds for International Extravaganza in Spring 2012
3. Funds for Frontier Fiesta 2012

Increased monthly programming dollars

CEO's programs on a monthly basis can range anywhere from a spoken word artist speaking to hundreds of students to a cooking lesson aimed at teaching a group of 35 a dish from a certain country. Some of our programs, speakers, and performers require thousands of dollars while others can be successful on a few hundred dollars.

Currently on average our programming budget allows for approximately **\$5,300.00** per month for programming solely. In general that allows us one strong program, and a couple of programs that are smaller or lower maintenance. Our events for October 2011 included:

- 1) Divas of Diversity: LGBT speaker and performer (\$3,500.00)
- 2) Filipino Heritage Month (\$800.00)
- 3) Oktoberfest: Sugar skulls for Dia de los Muertos (\$1,000.00)

While all of those programs are great for getting the idea of a culture or group across, our "strong" or "bigger" program in October was Divas of Diversity, which cost about \$3,500. After that event, we were left having to program with approximately \$1,800.00, leading us to do two "smaller" events.

Similarly, November is Diversity Month for CEO and our biggest month in regards to programming. We have seven events **confirmed** for that month:

- 1) Sushi Cooking Lesson (200.00)
- 2) International Explosion (\$2,500.00)
- 3) Native American Heritage Celebration (\$200.00)
- 4) MOOZ-LUM Moving Screening and panel with Director Qasim Basir (\$6,500.00)
- 5) International Marketplace (\$3,900.00)
- 6) Asia Project (\$2,800.00)
- 7) Italian Cooking Lesson (\$200.00)

Due to the variety and scope of the events, as well as past experience we are expecting an attendance of *more than* 7,000 students during our Diversity Month. Our November alone costs us over \$16,000.00, approximately \$10,000.00 above what we have budgeted monthly. However, the calculated cost per student is about 2.00/student, far exceeding our goal of having each program be under \$8.00/student.

CEO is asking for an increase of \$5,000.00 per month of programming dollars. This would equal \$20,000.00 more for Spring 2012, giving us the opportunity to have roughly two more stronger events per month that reach a larger audience on campus.

The importance of culturally diverse programs on a campus such as the University of Houston cannot be emphasized enough. In doing research, most universities, especially those that are along the same Tier One path as UH, have whole departments with full time professional staff dedicated to multicultural awareness, programs, and idea spreading. CEO alone serves the second most diverse campus in the country and believes that to truly expand the cultural palette of the University, increasing our budget would be the most effective way to do so. This increase would allow us better opportunities to serve our traditional students as well as to assist our international students in feeling more comfortable all the while working to increase Student Success across campus.

Funds for International Extravaganza in Spring 2012

During our Diversity Month, we have two of our largest events of the year: International Marketplace and International Explosion.

Marketplace is a grand event that usually takes place along the walkway of Butler Plaza. We have over 20 tents lined up that are occupied by our member groups and departments around campus, like the International Student & Scholar Services Office, where those in the tents can showcase and sell items that represent their organization and ethnicity. Butler Plaza is a high traffic area and the event allows over 4,000 students to get a taste of different cultures around the world! Similarly, Explosion showcases our member groups and their cultural talents. Culturally-driven organizations do dance numbers, act out skits, have drag performances, and showcase anything else that may represent their culture or group for nearly 1,000 students that attend this event to enjoy and learn. Both of these events occur in the Fall semester and are by far our strongest events of the semester.

CEO is requesting a one-time allocation of \$13,000.00 in order to repeat this successful event in Spring 2012. The breakdown of the event would be:

- 1) Tents: \$4,000.00
- 2) Performances: \$8,000.00
- 3) Miscellaneous/Marketing: \$1,000.00

Performances: in addition to great student performances, CEO would like to bring professional performers to campus, legitimizing the event further and solidifying it as a tradition on campus.



In comparing the most cost-effective performers, we found:

Dance Houston

Cost (multiple dance groups for multiple performances): approx. \$5,000.00
Dance Houston and its crews bring culture, fun and innovation to create an amazing event. "Bringing unparalleled diversity in dance to Houston's Downtown Theater District, Dance Houston has introduced dance audiences and newcomers alike to new experiences in dance."

Step Afrika

Cost: approx. \$3,000.00

"Step Afrika is the first professional company in the world dedicated to the tradition of stepping. Founded in December 1994, the company is critically-acclaimed for its efforts to promote an understanding of and



appreciation for stepping and the dance tradition's use as an educational tool for young people worldwide."

Miscellaneous/Marketing: We create a full-blown Marketing Plan for our Diversity Month and include tactics like renting spaces for marketing and printed material (banners, flier, posters), and would like to afford a similar cost for marketing for our International Extravaganza.

Frontier Fiesta Carnival Rides

Annually, CEO contributes a certain amount of our programming dollars towards carnival rides at Frontier Fiesta. The rides, although fun and attractive for Frontier Fiesta, do not fall under our mission statement in any regard.

Along with the rides, in FY2011, CEO also programmed a three day "Around the World" festival. We booked smaller performers and had items such as food and clothing from three separate cultures on three different days. An example would be a mariachi band in the Mexico tent and Henna tattoos for students in the India tent. Our programming capabilities for Frontier Fiesta were extremely limited however. We would love to instead do an enhanced version of "Around the World in Three Days" that would better fit our mission, something that Frontier Fiesta would also love to see at their event.

Our programming capabilities in Spring 2011 were also hampered due to the rides. It cost CEO approximately \$10,000.00 to fund the rides. Not only did it cost us our monthly budgeted amount, it went over by more than half. This decrease in funding for us is evident in our events during the spring semester. Whereas we had 22 large and small events in the spring semester, we were only able to program 9 events during the spring semester aside from the carnival rides.

Although we would prefer to not take care of the carnival rides for Spring 2012, CEO is requesting a one-time allocation of \$10,000.00 to cover the cost of the rides should we be required to fund them.

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Base Augmentation Requests FY 2013

The Council of Ethnic Organizations would like to present One-Time Allocations Requests to the SFAC Committee in regards to:

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CEO is asking for an increase of \$5,000.00 per month of programming dollars. This would equal \$40,000.00 more for the full FY 2013 fiscal year, giving us the opportunity to have roughly two more stronger events per month that reach a larger audience on campus.

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