

Dance On at UH
Student Fees Advisory Committee Request FY 2013
October 24, 2011



Submitted by:
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- 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.**

Dance On at the University of Houston is one of the fastest-growing student organizations on campus. Our mission is to be a unique, student-community initiative dedicated to raising funds and emotional awareness for Texas Children's Hospital in a symbolic show of support. Dance On is the Children's Miracle Network Hospitals' Dance Marathon Program at the University of Houston. The impact and funds are provided to the patients and their families of Texas Children's Hospital in connection with Children's Miracle Network.

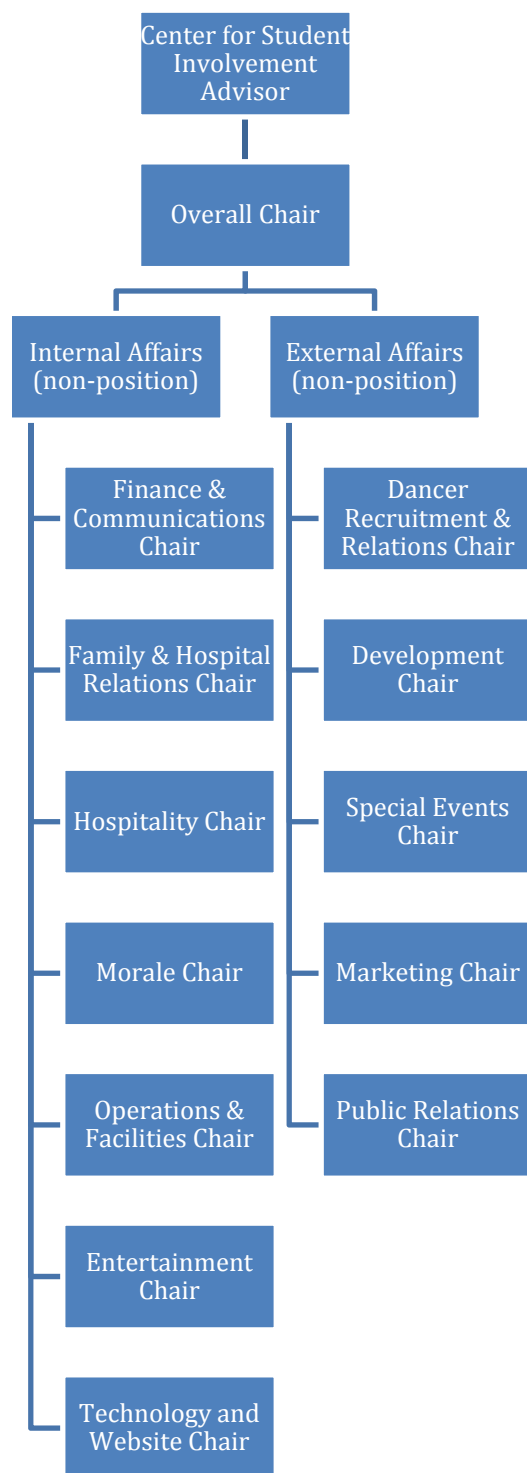
Dance On at UH successfully completed its 4th annual Dance Marathon program on February 18th-19th, 2011. One of our biggest achievements this past year is the introduction of the Miracle Trophy. We increased the number of Greek organizations participating in the event. Nationally, Dance Marathon is predominately comprised of fraternity and sorority members. Dance On created this program to encourage members of our fraternity and sorority community to get involved as we continue to build the program to increase overall student participation

Dance On works closely with Texas Children's Hospital to identify Miracle Children. Those Miracle Children and their family members attend Dance Marathon to share their emotional stories about their intake, treatment, and life post-treatment. Individuals who participate in the event become emotionally aware of pediatric illnesses and medicine. Dance Marathon continues to create a positive impact on individuals and organizations that participate in the event. For example, Delta Upsilon has stated that they will continue to support this cause because of the impact it has.

Dance On at UH is a valuable student organization to the University and the Houston community. The organization benefits our student leaders through the development of leadership, time management, communication, and other skills. Students who become involved in Dance Marathon also develop and grow their emotional awareness and intelligence. We aim to help students understand the importance of philanthropy and the benefits associated with it. As for the community, Dance Marathon assists our local Houston community through the continual donation and support to the Texas Children's Hospital Charity Care Program.

Dance On would also like to make a distinction so that the names do not get confusing. Dance On is the name of the student organization. Dance Marathon is the name of the annual event that Dance On coordinates and hosts for students, faculty, and staff to participate in.

2. Provide an organization chart of your unit. Large units may need to have an overview chart and then more specific charts for each program. Where you have multiple staff in the same position (e.g. counselor, custodian, etc), note this on your chart. Student employees should be cited on the chart and identified as students.



- 3. List the objectives that you provided with your 2011-2012 SFAC request. Please comment on your success in achieving these objectives. If an objective changed during the year, please note this and explain. Also, list any new objectives, the rationale for the addition, and comment on your success in achieving these objectives.**

Since the inception of Dance On at University of Houston, the University Centers has provided assistance and support for the growing student organization. With the integration of the Center for Student Involvement (formerly Department of Campus Activities) into the University Centers this past year, the support and advising has shifted to the Center for Student Involvement.

Strategy (University Center Program Questionnaire FY 2011-2012): Provide advisory and operational support for the Dance On Student Organization which will build upon the first years of success in establishing and improving the accountability and effectiveness of Dance On as a campus tradition at the University of Houston.

Completed/On-Going: The 4th annual Dance Marathon was held on February 18-19th, 2011. The theme for this past year's Dance Marathon was *The Evolution of Dance*. During the event, participants were taken back through the various decades and engaged in activities to reflect the decades. With over 50 registered dancers during the event, Dance On hosted six Miracle Families to share their personal stories of how Texas Children's Hospital has provided medical treatment and assistance to them.

The 2011 event donated \$6,912.64 to our local Children's Miracle Network Hospital, Texas Children's Hospital (TCH). The money donated to TCH benefits the Charity Care Program, which supports community outreach and pediatric patient care to tens of thousands of under- or uninsured children in the Houston area. During this past year, Dance On at UH was able to secure its first Angel Level Sponsor for Texas Children's Hospital at a donation level of \$2,500 from KPMG.

The goals mentioned below have been developed since the integration of Dance On at UH into the Center for Student Involvement.

Goal 1: Develop a structure to transition Dance On at UH from the University Centers to the Center for Student Involvement.

Completed: In the last four years, Dance On has always been a student-run organization with the support of the University Center. Under the University Center, Dance On was provided office space and support. Dance On at UH was advised by the Director of UC Facilities and Operations.

With the integration of Dance On at UH to the Center for Student Involvement, the services and support are being transitioned and continue to be maintained. Dance On was provided an office space. The Activities Advisor I for Risk Management serves as the primary advisor for the student organization.

Goal 2: Complete a comprehensive program review of Dance On at UH

On-going: During the 4th Dance Marathon, the program experienced a drop in participants and money donated to the Texas Children's Hospital. Therefore, the new Dance On Executive Board decided to complete a comprehensive review of the organization and existing model to determine areas of success and areas for growth to ensure continued success and sustainability of the program.

One identified change to the program model is the duration of the event. Since the program's inception, Dance Marathon has grown from a 16-hour overnight event to an 18-hour overnight event. The staff of Children's Miracle Network Hospitals has recommended that the duration of Dance Marathon be reduced to encourage more participants to get involved with the program. Dance On wants to grow the events popularity with UH students, and one of the deterrents to attracting students to Dance Marathon is believed to be the duration of the time.

Under the new model, Dance Marathon 2012 will be a 9-hour day-long event. The 5th annual Dance Marathon will be held on Saturday, February 18th, 2012 from 11 AM to 9 PM. Students will be able to participate for just one day, instead of two, and still have time in their weekend for other activities.

Another area that Dance On will undergo shortly is a strategic planning process. Under the comprehensive program review, Dance On will review its mission statement and goals to align itself with the University of Houston, Division of Student Affairs, and the University Centers. Dance On wants to ensure that the organization can provide the best program and experience to students.

Goal 3: Promote student involvement and participation at Dance Marathon.

On-going: The Dance On Executive Board has established a goal of recruiting 200 students to participate in Dance Marathon, to be held on Saturday, February 18th, 2012. Dance On has been actively recruiting students through participation in various programs and activities held on campus such as the Involvement Fair at Cat's Back, Metropolitan Volunteer Program's Revolution of Heroes, and other events.

- 4. Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned objectives and their importance as compared to other objectives that you might pursue. Where data exist, discuss the number of persons served by each of your programs and the satisfaction level of those served. Please provide the method for collecting these data.**

Over the last four years, Dance On at UH has continued to grow as a program at the University of Houston. Dance On measures the success of Dance Marathon by the amount of students involved in the planning process, student participation, and donation to the hospital.

Executive Board Members	
2007-2008	10
2008-2009	13
2009-2010	12
2010-2011	10

Student Participation	
2007-2008	63
2008-2009	88
2009-2010	75
2010-2011	56

Fraternity/Sorority Organizations Involved	
2007-2008	2
2008-2010*	12
2010-2011	3

*Dance On does not have separate data for Dance Marathon 2009 and 2010 on this statistic.

Money Donated To TCH	
2007-2008	\$2245.73
2008-2009	\$4075
2009-2010	\$10,326.87
2010-2011	\$6,912.64

- 5. Please discuss any budget changes experienced since your last (FY2012) 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. In addition, if your unit concluded FY2011 with a Ledger 3 Fund Equity balance, please describe the conditions which caused the fund balance.**

As mentioned earlier, Dance On at UH has begun integrating from the University Center into the Center for Student Involvement. As a new student organization under the CSI, this is the first year that Dance On at UH is submitting a budget request on its own. In previous years, Dance On at UH received budget support from the University Center.

Dance On at UH will not be able to fully predict all budget changes due to its reliance on donations and some self-generated funds. However as Dance On at UH moves forward with the integration into the Center for Student Involvement, we are expecting to undergo some negative budget changes. Dance On at UH will not be receiving the same financial support as it did in previous years from the University Centers, and Dance On is not receiving a budget from the Center for Student Involvement.

In order for Dance On at UH to maintain its current operations, Dance On at UH will need to receive financial support. Dance On is requesting \$5425 for a one-time request for FY12 as well as a base for FY13 to help cover expenses associated with the organization and event. This budget would cover expenses include sending two student leaders to the annual Dance Marathon Leadership Conference (DMLC), costs associated with the University Center room reservations, and security. Through participation and attendance at the DMLC, student leaders will be able to connect and learn how to improve Dance Marathon from Children's Miracle Network Hospitals staff and other student leaders from around the country. Also, Dance On is expecting to be charged for audio visual needs associated with room reservations through the University Centers.

Proposed Budget for FY12 and FY13	
Item	Cost
Telephone	\$312
Postage	\$25
Printing	\$100
Office Supplies	\$500
Conference Travel	\$2000
Retreat	\$450
UH Event Services	\$700
UHDPS	\$390
Marketing	\$1500
Administrative Charges	\$448
Anticipated Income (Donations)	-\$1000
Total	\$5425

- 6. Please list your 2012-2013 objectives in priority order. Larger units may wish to group your response by subprogram. Under each objective, state the specific programs, activities, and/or services that you plan to implement to meet your objectives.**

Goal 1: Develop Dance On at UH as a major student organization and campus tradition at the University of Houston.

Objective A: Dance On at UH intends to increase visibility of the organization through participation of on-campus events such as Homecoming Week, Frontier Fiesta, Cat's Back, and other campus-wide events. By participating in those campus-wide events, the organization will receive more exposure as a major student organization.

Objective B: As part of the Center for Student Involvement, Dance On will work to establish relationships with the other fee-funded organizations housed under the Center. By creating partnerships, Dance On can work closely with the other organizations to create events on campus for students to get involved with.

Objective C: Dance On at UH also seeks to increase programming on-campus for students in addition to Dance Marathon held in February. The focus of the organization is to raise awareness about pediatric medicine. Dance On at UH can collaborate with other campus units and organizations to help promote its focus while educating the students, faculty, and staff about pediatric medicine.

Objective D: Identify and select interested and qualified students in a timely manner for the 2012-2013 academic year. Positions will be filled no later than the end of March 2012 for the Dance On 2012-2013 Executive Board.

Objective E: Dance On at UH intends to conduct a review of other Dance Marathon programs around the nation via web search and email and phone contact with successful programs. The review will provide Dance On with new and innovative methods to grow the event like it has at many other institutions around the nation.

Objective F: Dance On at UH will begin assessing program components and participants on areas such as involvement, attendance, marketing, and satisfaction.

Goal 2: Promote student involvement and participation at Dance Marathon.

Objective A: Dance On at UH will continue to grow its presence through various media outlets (Daily Cougar, Houstonian, Channel 6/SVN, Twitter, Facebook, etc).

Objective B: Dance On at UH will continue to build and promote the Miracle Trophy competition to increase participation from the Fraternity and Sorority community at the University of Houston.

7. 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.)?

As a philanthropic organization, Dance On at UH is a program that relies heavily on other sources of funding to help achieve its organizational mission and programs. Dance On works hard to subsidize many costs associated with Dance Marathon as well as minimize all other costs that are not able to get sponsorship. Majority of the donations are in-kind donations for specific needs of the event.

On a yearly basis, the organization must find sponsorships for various portions to help ensure a successful event is put on for students, volunteers, Miracle Families, and other involved stakeholders. Examples of sponsorship opportunities include donation of event supplies, event meals, event t-shirts, promotion items, marketing and publicity items. Our organization's Development Chair works closely with other members of the organization to seek and solicit sponsorship and donations from companies and businesses in the Houston area.

While we spend a significant amount of time seeking sponsors for the organization, we also spend a significant amount of time on campus seeking donations from students, faculty, and staff. As the organization continues to integrate into the Center for Student Involvement, the organization is becoming more aware of various campus opportunities to get involved. We have successfully planned bake sales and other fundraising opportunities on campus so that students can help contribute to our cause.

Now that Dance On has completed its 4th year, the organization has begun accumulating records of previous donors and participants of the event. Dance On will begin seeking donations from these previous donors and participants as we continue to build the program into one of the top traditions at the University of Houston alongside with Frontier Fiesta Association and Homecoming.

8. Please describe any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.

While Dance On understands that there are several organizations that have a philanthropic and issues awareness purpose at the University of Houston, Dance On is a one of a kind organization and program on campus. Dance On serves to raise awareness for its parent organization, Children's Miracle Network Hospitals, as well as our local hospital, Texas Children's Hospital. Our organization donates specifically to the Charity Care Program at the Texas Children's Hospital to provide community outreach and medical assistance to thousands of Houston area children with little to no insurance coverage.