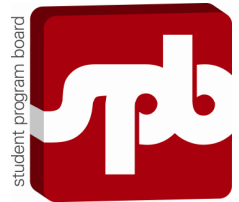
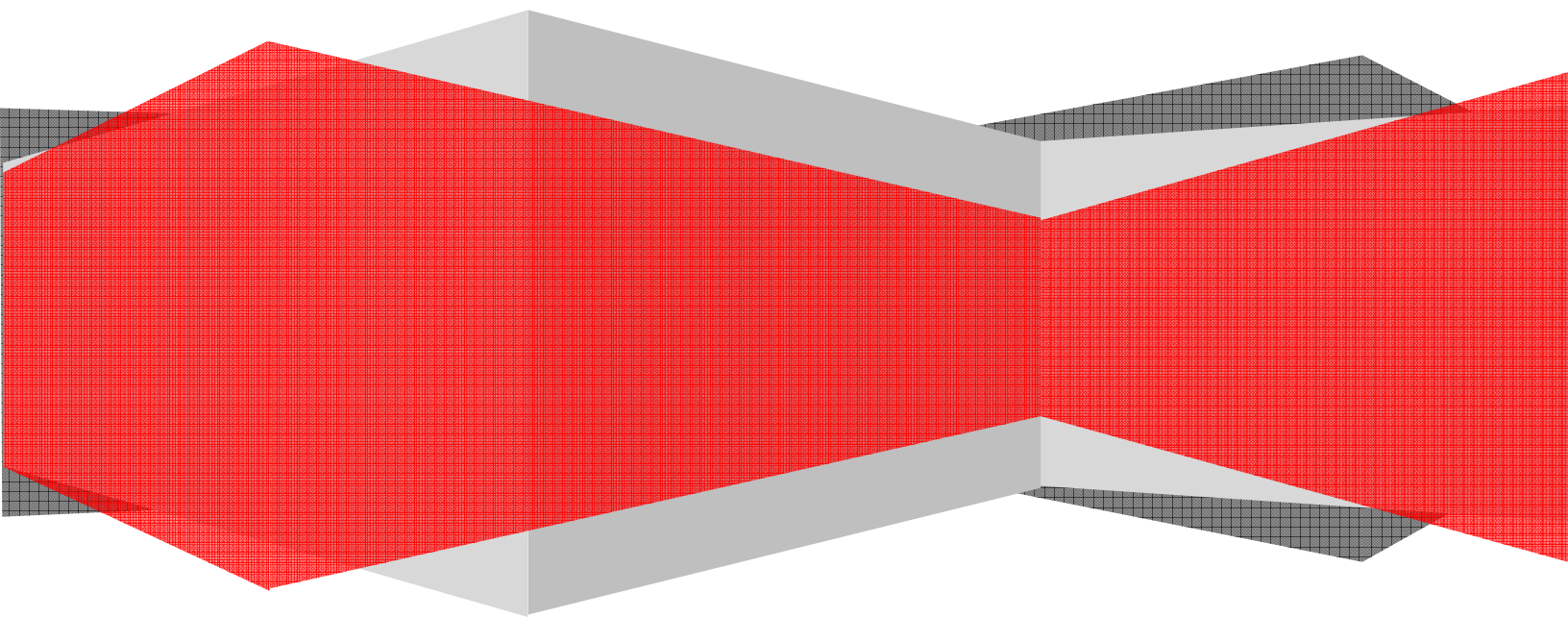


# *the* SPB SFAC



FY 2012-13 Program Questionnaire



**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.**

The Student Program Board is the University of Houston's premier fee-funded event planning and entertainment organization. We are a group of student leaders dedicated to programming social, diverse, traditional, and educational events to enhance each student's individual experience here at UH.

### Our Mission

We exist to create programs that appeal to the student body by providing an array of diverse activities throughout the year in which all students are encouraged to attend. Our mission is to provide high-quality educational, enrichment, and entertainment programs that enhance student life at the University of Houston and contribute to overall student development.

### Executive Summary

Fall 2011 has been a banner semester for the Student Program Board. In just a few years, SPB has transformed itself from a group on the brink of extinction to one of the University of Houston's preeminent student organizations. The 2010-11 academic year began an organizational renaissance that saw substantial growth to our budget, an evolution of our productivity and a renewed sense of our organizational pride and purpose. Now more than ever, SPB is securely anchored to not what we do or how we do it, but to WHY we are here in the first place – to serve the students.

In everything we do, we believe in being the best in order to create the best for our students. We do this by promoting passionate fun, a sense of community and big, creative thinking. We just happen to plan great events and programs.

The result of this mindset and success has been the effective navigation of the objectives we presented to SFAC at this time last year. As of October 2011, we have...

- maximized our brand identity to double our event attendance for the second straight year
- enhanced the value of our programming through the additions of a Speakers and Trips & Tournaments Chairs
- invested long term in the success of our marketing department through the establishment of the SPB Street Team and the purchasing of equipment to support their success
- successfully launched the first programming committee system in the history of our organization
- brought our assessment tools into the 21<sup>st</sup> century with up-to-date technology
- spearheaded an effort to further develop our student leaders into influential, campus-wide leaders
- enhanced our potential networking and collaboration opportunities by working together with other organizations and departments on campus

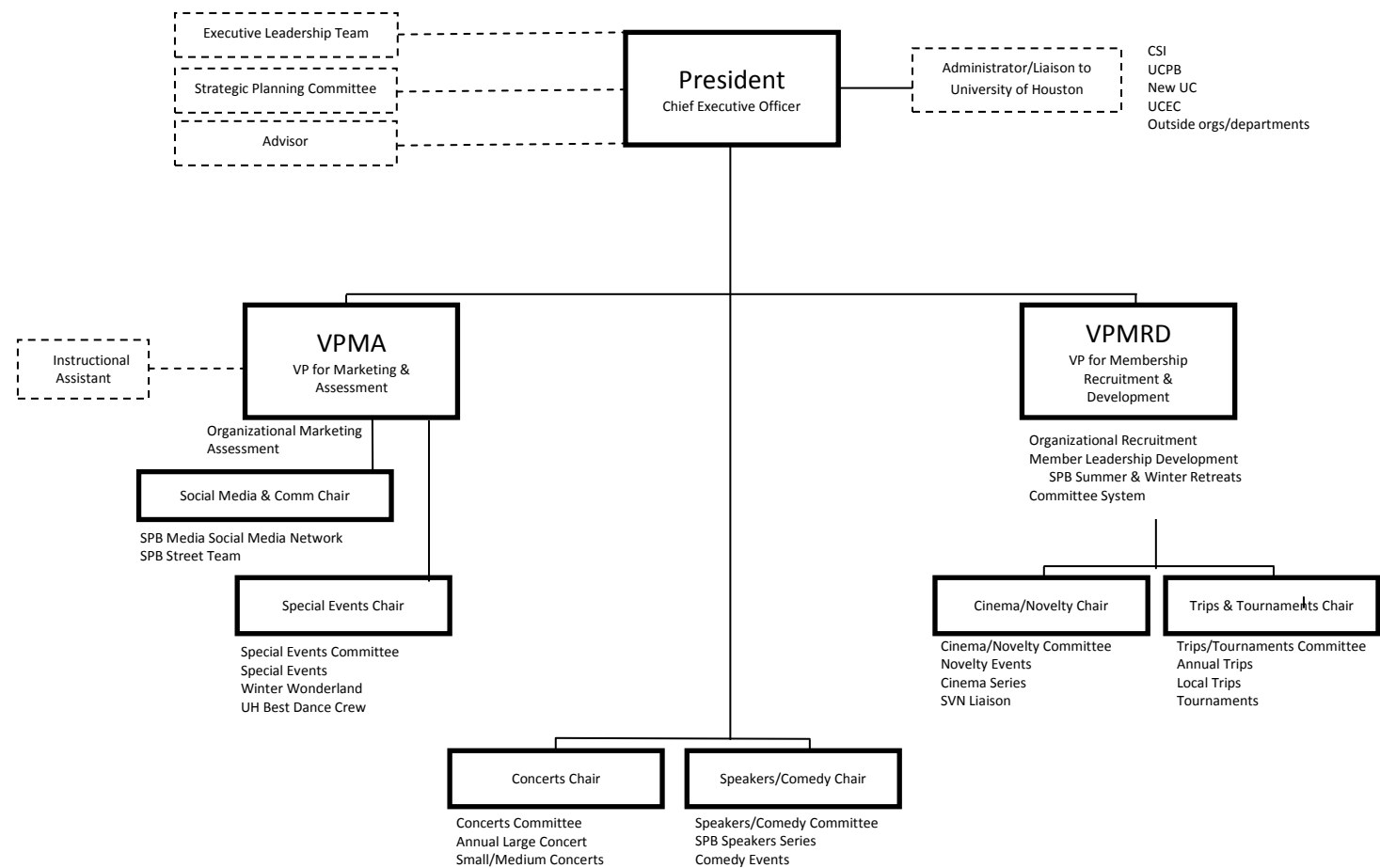
Our success in accomplishing our objectives is extremely exciting to us, but there is still work to be done. As the University of Houston continues to become a national player, we to aim to be nationally competitive in the quality of programs and campus life we provide our students. Our programs not only "bring the fun to campus," – they also provide our student leaders a first rate experience in personal and organizational development.

As the Student Program Board continues to grow, it is our hope that we become the most successful programming/activities board in the state of Texas. We plan on achieving this feat by sticking to what we know best – our organizational values. This means upholding our reputation for planning high-quality events, valuing the gifts and talents of our chairs and board members, taking pride in our ability to develop campus leaders, and putting the UH brand of diverse fun at the top of our priority list.

SFAC allocated student fee dollars directly impact the quality of our organization and programs. We will continue to think big, stand confident with high energy, and put students first. It is our hope that SFAC will choose to do the same and continue to support our large goals and aspirations for not only the future of SPB but for the future of the University of Houston.

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.

**the 2011-12 STUDENT PROGRAM BOARD ORGANIZATIONAL CHART**

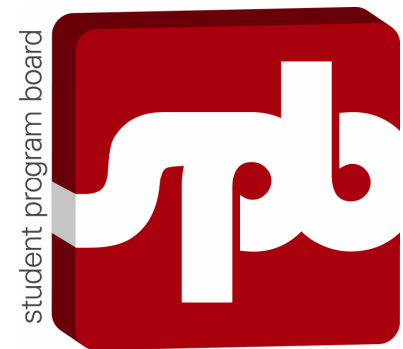


KEY

Compensated Student Leader

Support/Advising entity

\*Text with no outline represents responsibilities/other entities



3) List the objectives that you provided with your 2010-2011 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.

As stated in the executive summary, the 2010-11 academic year was perhaps SPB's highest performing year to date. Although that time period saw records in programs and attendance, the 2010-11 executive team set 5 main objectives for this year's board to push the organization even further.

This year, we have met those objectives with excitement and enthusiasm. The objectives, and our progress on accomplishing them are listed below:

- **Objective #1:** Execute effective advertising strategies.

The 2011-12 SPB Executive Leadership Team has completed a comprehensive overhaul of our organization's marketing/advertising department that includes but isn't limited to:

1. The creation of the new Social Media & Communications Chair position.
2. The launch of the SPB Street Team to replace the *Marketing Runs Program* from last year.
3. A complete renovation of the SPB website and SPB Social Media Network (Facebook, Twitter, YouTube).
4. Maintaining one of the most consistent brands in the University Center... The SPB "red cube" and "Get on Board the Student Program Board" slogan.
5. Investing \_\_\_\_\_ in new marketing hardware to enhance our presence on campus, support the efforts of our street team and better equip our brand image.

- **Objective #2:** Focus on better quality programming

1. Modification of the programming planning process to allow better organization of record keeping for future program board members.
  - a. SPB now has a physical file of every event launched from August 2011
2. Expansion of the SPB Assessment System through new technology (iPads), allowing more efficient, direct feedback from our students.
3. Attendance at major conferences for further development of our programs and best practices. SPB is the only fee funded group in the UC to have attendees at all 4 of the major educational/networking conferences relevant to our mission: ACUI Regional, NACA Regional, ACUI National, and NACA National.

- **Objective #3:** Emphasize the importance of leadership by creating opportunities wherein SPB board members as well as general members have an opportunity to grow.

1. Modification of the SPB Summer Retreat focusing more on proven development methods (Strengths Finder, ACUI materials, conflict resolution), and less on training that is covered at the CSI Executive Leadership Retreat
2. Establishment of an Instructional Assistant position (IA) to assist in development and promotion of the vice presidents
3. Modification of the membership development program to offer more opportunities to our chairs (Cougar Allie, Cougar Movers, etc.)
4. Modification of the SPB meeting structure to better suit our development needs
  - a. Meeting focus now shines on committee meetings rather than general membership meetings
5. Establishment of a programming committee system with specific non-paid positions available to all students at the University of Houston.
  - a. An expansion of non-paid positions allows for greater manpower within the organization and better, more consistent programming

- **Objective #4:** Increase student involvement in Student Program Board General Membership
  1. Increase awareness of the Student Program Board General Membership by promoting the organization at each SPB event.
  2. Major changes to general membership meeting structure to focus on both our broad audience (info sessions) and special interest students (committee meetings)
  3. Consistent scheduling of committee meetings to attract more UH students
  4. Involvement in other SFAC organizations' programs and events
  5. Work with other SFAC Funded Groups to create more networking in the UC Underground and University of Houston.
  6. Elimination of the Boarding Pass incentive program for a more committee focused incentive system
- **Objective #5:** Re-establish a Trips and Tournaments Chair position to provide UH students with more programming to fulfill their needs.

The Trips & Tournaments Chair position has been re-established and is once again one of the most popular and respected programming positions in the University Center.

The 2011-12 chair has sponsored trips to a Houston Astros home game and to *Six Flags Over Texas* in Arlington, Texas. SPB will also sponsor a trip to New Orleans to watch the Cougars take on Tulane at the *Louisiana Super Dome*.

All trips to date have been met with great excitement by the student body and have been filled to capacity. 27 students, mostly new residential freshman attended the Astros game in August and 54 students attended the Six Flags trip.

**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.**

It is our responsibility, as program planners, to program events that will result in maximal student attendance and satisfaction. The Student Program Board believes that evaluation is a crucial part of the event planning process, including the review of post event assessments. An assessment is a valuable tool by which we are able to fix our previous mistakes and amend rules and procedures of event planning. In doing so, we further increase student involvement and satisfaction at our events.

Assessment is not only useful for event planning and improvement but is critical in building team work. After an event, board members come together and critique the positive as well as the negative aspects of the event. These meetings foster constructive discussion which allows each board member to learn from others. This process is critical to organizations—for the absence of group discussions hinders the overall growth of the Student Program Board.

SPB utilizes the following methods to evaluate the board's success in achieving our objectives

- The 2011-12 SPB Executive Team has made major changes to our assessment technique, the most notable being the use of advanced technology to replace paper assessment. SPB uses the most technologically advanced assessment tools available. They include but aren't limited to:
  - Text surveys/polls for use during major events that require audience input
  - iPad assessment surveys to replace paper assessments
  - iPad information collection and committee sign-up to replace paper brochures and paper info sheets
- As part of our program planning file for every event, every chair offers an evaluation of the event.
- The SPB Executive Team debriefs and assesses every event within 1 week of that event through a formal meeting.
- The continuation of data collection related to attendance and CPS (cost per student) to assess our marketing/communications plan. We believe that attendance at our events is the most direct form of feedback from students and tells us whether or not we are doing our job correctly.

Below is an attendance comparison between the last 2 fall semesters. Because SFAC reports are due at the end of October, you will notice that the last events are listed during that time. However, SPB continues its programs all year long.

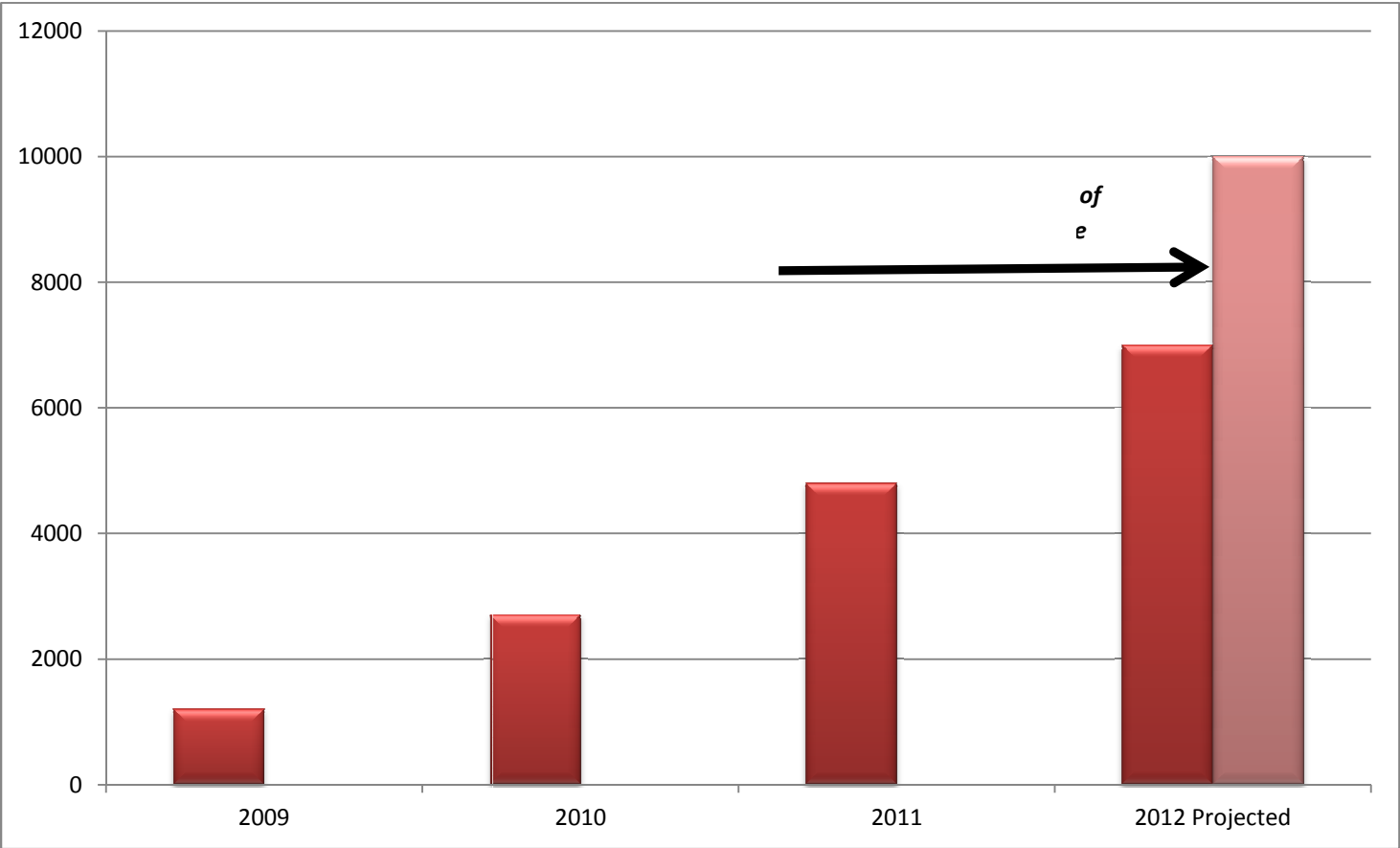
### Fall 2010 Events

DATE	EVENT	ATTENDANCE
8/25/2010	Lounge for CATs Back	1200
9/01/2010	1st General membership meeting	50
9/01/2010	Toy Story 3	250
9/08/2010	Luke James Shaffer	270
9/15/2010	2nd General membership meeting	42
9/18/2010	UH vs. UCLA Watch Party	250
9/21/2010	Cosmopolitan event	30
9/22/2010	Zane Williams	75
9/29/2010	Hipnotiq	180
9/30/2010	Jaws Dive in	60
9/30/2010	Sand Art	70
10/04/2010	Nascar	100
10/05/2010	Fashion in a Flash	100
10/06/2010	3rd General Membership Meeting	30
<b>TOTAL ATTENDANCE</b>		<b>2707</b>

### Fall 2011 Events

DATE	EVENT	ATTENDANCE
8/25/2011	Concerts presents Studio 713	200
8/20/2011	Cinema presents Bridesmaids	300
8/24/2011	Cats Back Cougar Lounge	1500
8/21/2011	Trips presents Astros Game	27
8/31/2011	UC Welcome Back Novelty	200
9/01/2011	Cinema presents Fast Five	180
9/08/2011	Speakers presents Robert K. Wittman	300
9/15/2011	Concerts presents Welcome Back	250
9/20/2011	Novelty presents Campus Beauty Tour	700
9/29/2011	Special Events presents Brian Brushwood	150
10/03/2011	Speakers presents Adam Ace	25
10/13/2010	Concerts presents Open Mic	150
10/15/2011	Trips presents Six Flags	54
10/20/2011	Cinema Presents Paranormal Activity 3 Houston Premiere	800
<b>TOTAL ATTENDANCE</b>		<b>4836</b>

Event Attendance During last 3 Fall Semesters



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.

Since last year's SFAC request, SPB has seen the following budget changes.

Approximately \$12,000 in fund equity from the previous year was used for one-time infrastructure upgrades to SPB computer systems and marketing hardware.

- \$6,217.00 was spent on updating SPB's in office computers. Last year's executive team did not anticipate a major computer upgrade for this year. However, in the spring of 2011, it was discovered by the IT team that 5 computers needed replacing. This update was necessary to ensure that our student leaders were provided the necessary tools to perform their day to day jobs.
- The remaining funds (approximately \$6,000) was used to purchase marketing hardware that includes 4 blade outdoor flags, 3 roll-up banners, 2 table covers and 4 A-frame sandwich boards.

This year's executive team feels these purchases were necessary for the organization to maintain efficient and effective day to day operations.

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.

### **1. Ensure and safeguard the long-term future success of the Student Program Board**

- Continue development of the SPB Strategic Planning Committee – an internally run committee made up of executive leaders, chairs and committee members to determine the strategic direction and growth of the Student Program Board.
- Develop a 5-year tactical plan for calculated growth of the SPB budget and services to allow for a \$1 million budget by the year 2016 – one which will offer University of Houston students the best programmed entertainment in the state of Texas
- Maintain up-to-date research and benchmarked information from our peer institutions to gauge our services against those of our competition
- Conduct yearly reviews and make necessary changes to our paid student leadership positions
- Work closely with the New UC Transformation Team to ensure SPB has the necessary facilities and work space within the New UC for our projected growth
- Work closely with the University Center Policy Board, Student Government Association and other UH governing bodies to ensure University of Houston expansion plans allow room for SPB's growth both in space and scope

### **2. Modernize and expand the SPB Cinema Department (*Strengths Based Expansion*)**

- Upgrade the SPB Cinema Department with the necessary tools to show 1080p theater quality movies in an outdoor setting
- Continue to explore venue collaboration possibilities across campus in order to accommodate larger audiences on a more frequent basis (EX: Cougar Field, parking garage roofs, etc.)
- Develop a plan for a monthly movie series for residential students
- Hold 2-3 premieres/pre-screened movies on campus every semester
- Upgrade equipment with TV receiver and PS3 capabilities to allow for screened TV events and video game tournaments in an outdoor setting

### **3. Further develop and expand the SPB Trips segment (*Strengths Based Expansion*)**

- Expand funding for trips to allow for at least 1 (one) large trip monthly (EX: Six Flags, New Orleans, Austin, etc.)
- Expand funding for trips to allow for a bi-weekly local trip series to destinations within the city of Houston
- Develop necessary plans to implement use of more than one bus per trip in order to accommodate more students

**4. Continue the enlargement and intensification of our marketing and assessment area and its resources**

- Begin use and implementation of the substantial equipment invest SPB has made in the marketing area
- Permanently develop an efficient, effective street team for on-campus marketing and promotion
- Expand use of free marketing and publicity
- Further organize SPB's assessment data to better serve our students

**5. Firmly and permanently establish a functioning, successful event planning and special interest committee system**

- Continue focus on event planning through the committee system
- Develop organization chart with non-paid leadership positions within the committee system
- Develop a campus collaborations committee to maintain relationships with other campus organizations and departments
- Continue focus on committee meetings over general membership meetings to ensure involvement
- Cultivate leadership development program to turn committee members into committee chairs

**6. Maximize the popularity of SPB's Special Event Series**

- Maximize Winter Wonderland, turning it into a major University of Houston tradition
- Expand UH Best Dance Crew to double the event in size and scope

**7. Activate a Speaker's Series as a stimulus to the reputation of our speaker/comedy programs**

- Make this year's medium-large concert an annual SPB event
- Attract big named speakers to a collaborative speaker series that happens annually.

**8. Continue and cement our collaboration efforts with other campus organizations/departments**

- Being venue work with Cullen Performance Hall and Cougar Field
- Continue large collaborations with the Council of Ethnic Organizations (CEO)
- Continue new relationship with venues and programs dealing with the Blaffer Art Gallery
- Continue collaborations with other SFAC Fee Funded Organizations

**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.)?**

Other sources of possible funding for the Student Program Board can come from events where SPB works collaboratively with other student organizations, UH departments, and outside companies. Utilizing the SPB Collaborative Events Application will ensure that more collaborative planning interaction will take place between SPB and the groups interested in planning events together. This application focuses on communication and working together to plan the event rather than focusing solely on funding. The intent behind this application is to help with the development of the student leaders as well as allowing all parties involved in the event to have input.

The SPB ticketing guidelines will also provide SPB with an opportunity for another source of funding. SPB wants to provide the UH community with the best and brightest local and national entertainment. This high-quality, large scale events come with a high price – some of which can be recouped through ticket sales. Having the ability to sell tickets to large scale events provides SPB with the chance to recover some costs and continue to provide the variety of events the organization already offers on a weekly basis.

The Student Program Board is always exploring new ways to stretch their budget while still continuing to provide quality programming for the student population at the University of Houston.

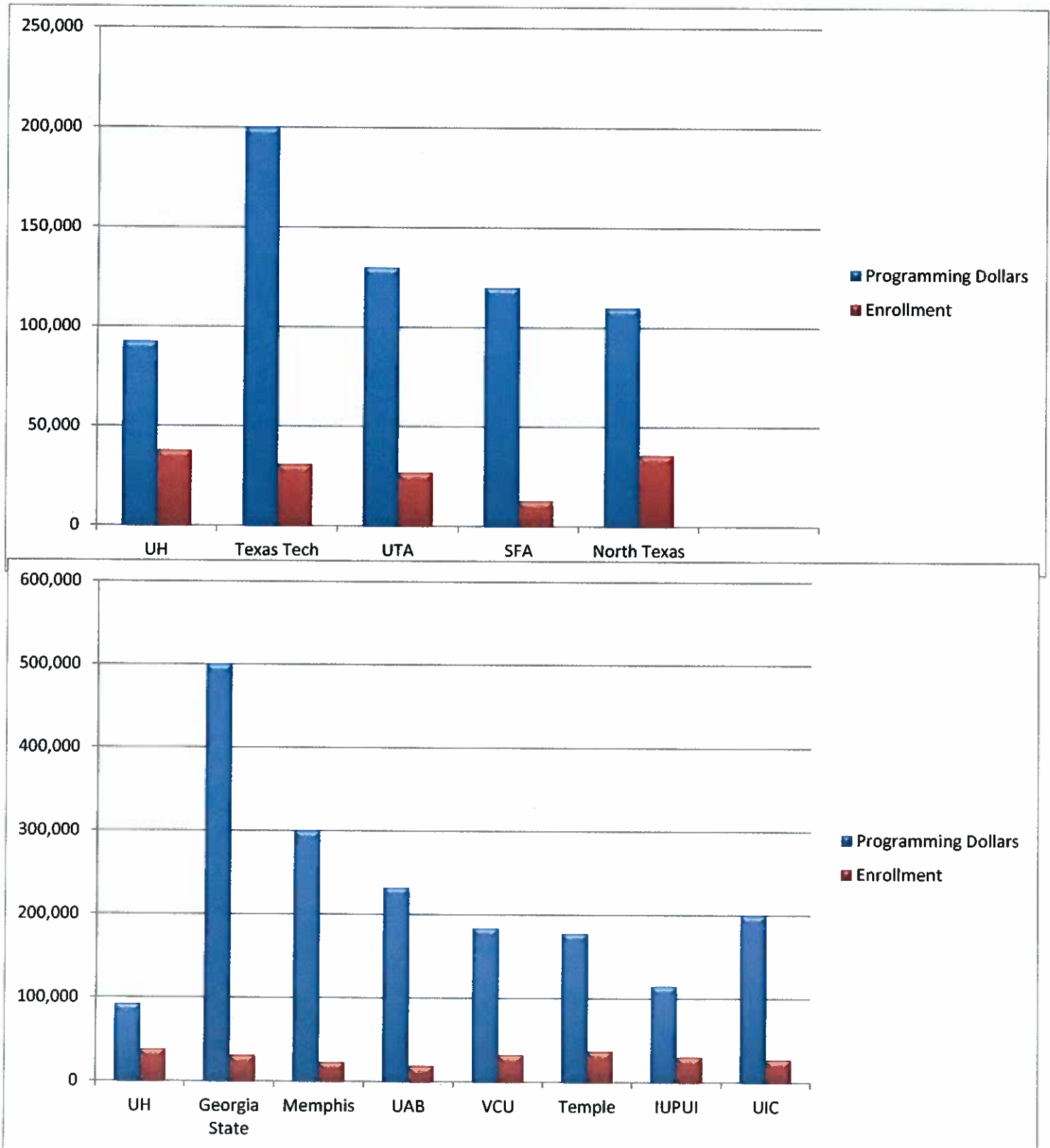
**8) Please describe any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.**

There currently is no overlap.

## Appendix A – Benchmarking Data

Below is the benchmarking research done by the SPC in the fall of 2010. Figures have been updated for fall 2011.

University of Houston SPB compared to other Texas Emerging Research Universities



University of Houston SPB compared to Major Top Tier Universities

