Council of Ethnic Organizations

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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.

-Mission:
The mission of the Council of Ethnic Organizations is to promote, advance, support, and increase the level of cultural awareness and diversity at the University of Houston.

CEO strives to not only promote, but also educate students in the immense diversity here at the University of Houston through means of programs and events. It's our mission as a student organization to bring what students are most interested in to the University. We pursue in bringing events that students aren't used to experiencing.

-Means of Accomplishment:
We place these means of accomplishments in this order specifically to ensure that each and every event is thought of ensuring constructive programming at the University of Houston.

   a. To reflect the diverse interest of the university community;
   b. To promote and expand cultural awareness;
   c. To enhance the pursuit of higher education and academia;
   d. To create a social environment that encourages a sense of community;
   e. To encourage all students to seek publicly elected offices within various university organizations, committees, councils, and boards;
   f. To serve as representation for students to raise questions concerning racial, cultural, and otherwise diverse issues to the University;
   g. To encourage student leadership on campus and unity among members, member groups and general constituency;
   h. To serve as an umbrella organization for CEO member groups, providing support, monetary and otherwise.

-Justification:
   We strive to enrich the immense diverse background within the University of Houston by hosting exceptional events to bring students together. By being the only fee-funded multicultural organization on campus, students gain an awareness of the many cultures that make up the University. Through this we develop ways to incorporate the different culture-based organizations on campus by not only promoting their culture, but also gain visibility as a student organization. However, it's not just the color of a person's skin that we promote, but also their sexual-orientation and life experiences. In addition, our purpose in being an umbrella organization assists students to find resources to grow both socially and professionally

Question 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.

Director*

Adriann Hobbs

Assistant Director*

Erica Tat

Marketing Director*

Armand Viscarri

Chair for Membership Development*

Jessica Luong

Cultural Programming Director*

Jimmy Mai

Office Assistant*

Eric Kao

CEO Members
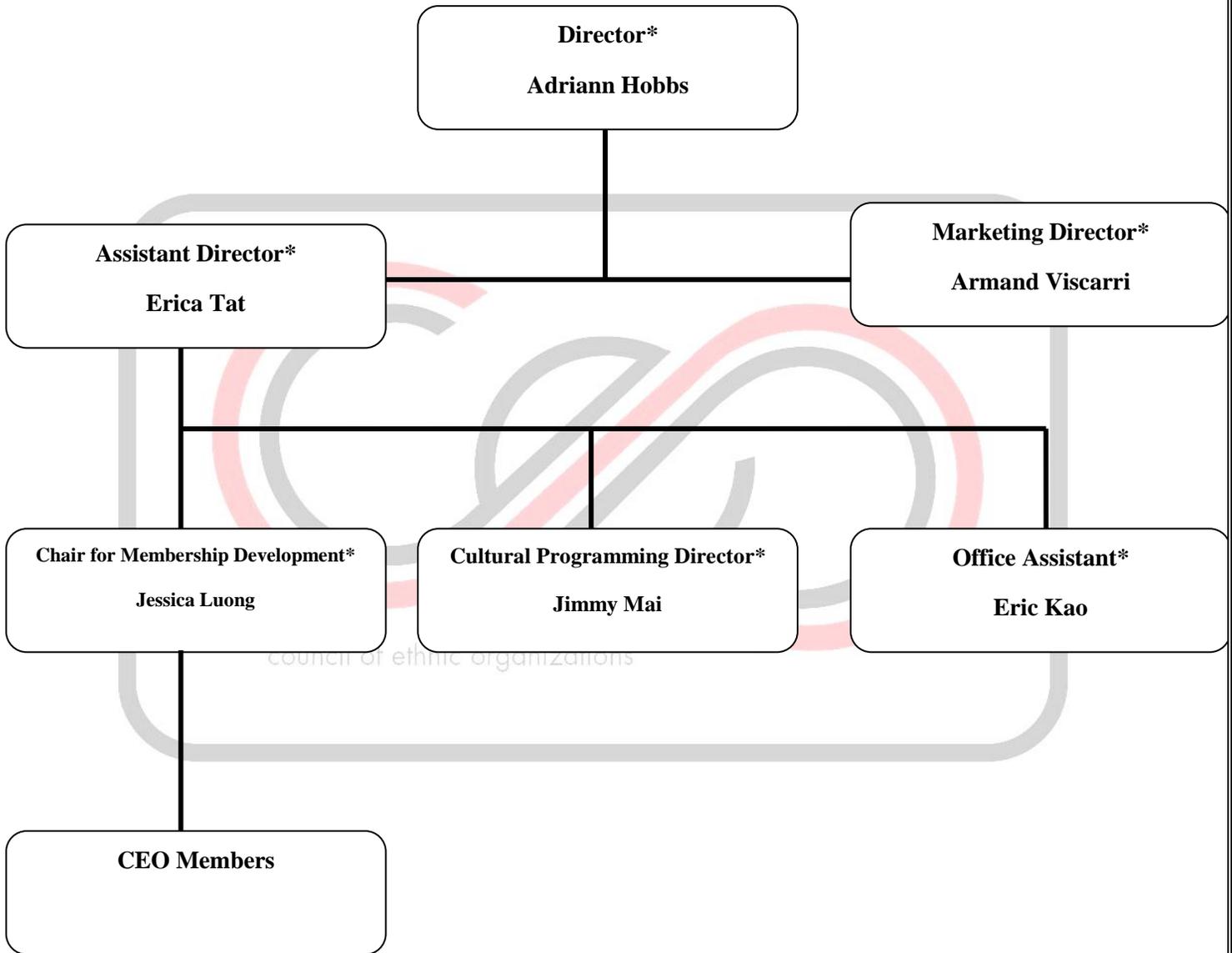
*Denotes Paid Student Leader via CEO

List the objectives that you identified for the 2011-2012 academic year. 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.

--Broaden how the words "culture" and "diversity" are defined within organization and throughout campus.
1. **Plan of Action:** Present a variety of cultures to the campus community, understand that student's opinions matter, and collaborate with member groups that are both ethnically and non-ethnically driven.
2. **Status:** On-going
3. **Comments:** We have continued to promote our traditional events such as International Explosion/Marketplace, Hispanic Heritage Celebration, and Lunar New Year. We also presented a program called Divas of Diversity that includes the LGBT community and a spoken word event in collaboration with the Student Programming Board to serve students' interests in poetry. With our goal to broaden the definition of "culture" and "diversity", we felt that personal interests and hobbies also belong to a culture and wanted to showcase the culture of spoken words artist.

--Provide High-Quality culturally-oriented programs
1. **Plan of Action:** Form better techniques for organizing event documents, survey students for their opinions on events, and vary types of programming.
2. **Status:** On-going
3. **Comments:** We have taken an initiative in using a folder system so each event will have its own folder to maintain organization. This includes forms such as (but not limited to) reservation requests, contract, permits, and itineraries.

--Become more recognizable and branded throughout campus
1. **Plan of Action:** Create a new and improved logo, design a new general banner incorporating the logo, understand what CEO stands for in the campus community, network with department campus, and develop better marketing strategies.
2. **Status:** On-going/Achieved
3. **Comments:** A new CEO logo has been created with a more contemporary and minimalist design. It is more recognizable and we have been placing it on all of our marketing materials (such as posters, handbills, and banners), Facebook pictures, shirts, and PowerPoint(s).

--Development of individuals

1. **Plan of Action:** Build membership via volunteering and participating, attainment of member points by being active in planning events and taking part in organizational activities, encourage members to seek volunteer opportunities with other fee-funded organizations, and revamp point system to create incentive for participation in CEO events.
2. **Status:** On-going
3. **Comments:** The revised point system has created more incentives for students to participate and volunteer with CEO. We had members who consistently come to our events in order to earn points to become one of the top three members.

--Development of member groups
1. **Plan of Action:** Hold at least 6 allocation meetings, collaborate with member organizations, have at least 15 groups gain at least 300 points through active participation, award groups for collaborating with other registered student organizations, compile list of organizations websites/emails as a resource for the campus community, make equipment available for member groups, revamp point system to create more incentive to participate in CEO events.
2. **Status:** On-going
3. **Comments:** The point system was revised with increased points for certain categories and is organized in an ascending order. We had three allocation meetings per semester in the 2011-2012 academic year. Some of our member organizations have become more proactive with CEO by attending our events, allocation meetings, participating in an event, and attending our general meetings. We have collaborated with student organizations such as Roarin' Raas, the Chinese Student Association, Caribbean Student Organization, and more for International Explosion, International Marketplace, and Carnaval of Cultures.

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Question 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, the satisfaction level of those served, and/or any other assessment measures evaluated. Please provide the method for collecting these data.

CEO as a diversity organization strives to find very productive means of high-quality programming ranging from development of organizational skills, diversity of events, and involvement of our member groups and individual members. We found that getting the students views of what they would like to see, as well as looking at the organizations' history, and using that to determine what should be brought to the campus.
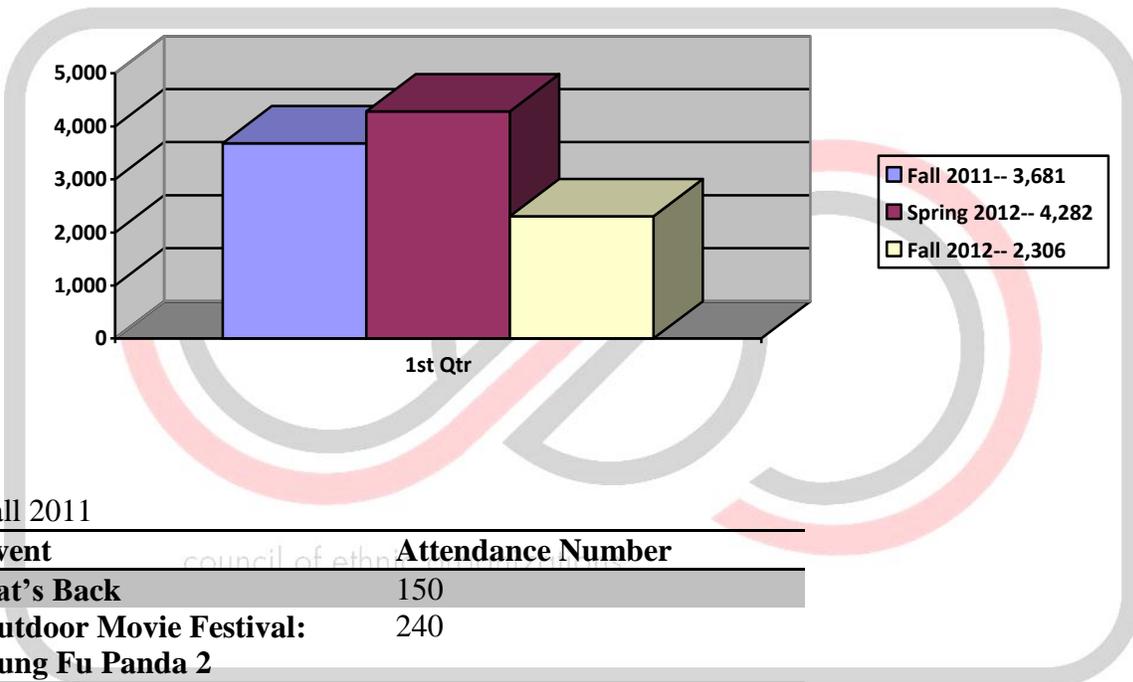
Fall 2011

Event	Attendance Number
Cat's Back	150
Outdoor Movie Festival: Kung Fu Panda 2	240
Get To Know CEO Week: Org Fair	250
Get To Know CEO Week: Diversity Wall	300
Allocations Meeting	10
1st General Membership Meeting	58
Food From Honduras	15
2nd General Membership Meeting	40
Food From Spain	25
3rd General Membership Meeting	43
2nd Allocations Meeting	11

Divas of Diversity Presents: Shangela	74
Filipino Heritage Day	320
4th General Membership Meeting	30
5th General Membership Meeting	28
Food From Japan	50
International Explosion	531
Mooz-lum	147
International Marketplace	1,000
6th General Membership Meeting	47
Asia Project	80
Food From Italy	32
Winter Wonderland	200
TOTAL	3,681

Spring 2012

Event	Attendance Number
Lunar New Year	315
International Soups Cooking Lesson	20
Cometry	58
ZuZu: African Acrobats	105
Carnaval	3,000
Frontier Fiesta: Diversity Night	525
SVN Outdoor Movie Festival	88
Bobby Lafebre w/ Carlos Robson	33
Hip-Hop Event	96
End of the Year Banquet	42
TOTAL	4,282

Fall 2012

Event	Attendance Number
Cat's Back	300
1st General Membership Meeting	70
Get To Know CEO Kick-Off Day	210
1st Allocation Meeting	15
Food From Japan	110
Food From Mexico	80

Hispanic Heritage Celebration	557
2nd General Membership Meeting	50
Salsa Magic	105
SVN's Outdoor Movie Festival- Outsourced	191
2nd Allocations Meeting	11
Divas of Diversity Presents: Shangela	104
3rd General Membership Meeting	53
NoH8 Campaign	450
TOTAL	2,306

Equipment Use	Number of Use (Spring 2012)	Number of Uses (Fall 2012)
Popcorn Machine	8	17
Snow Cone Machine	5	6
Cotton Candy	10	1
Coolers	6	1
TOTAL	29	25

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Question 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.

The FY 2012 Fund Equity balance was $11,720.58. We concluded the year with this amount because our funding did not transfer through until March of 2012. Before March, we had to be reasonable about our spending since there are events succeeding Carnaval of Cultures. Carnaval of Cultures is our largest event in the spring semester, so a large sum is required and we did not want to be irresponsible by overspending. Also, there was a lap salary situation because money was given to the organization a month before two of the positions were hired.
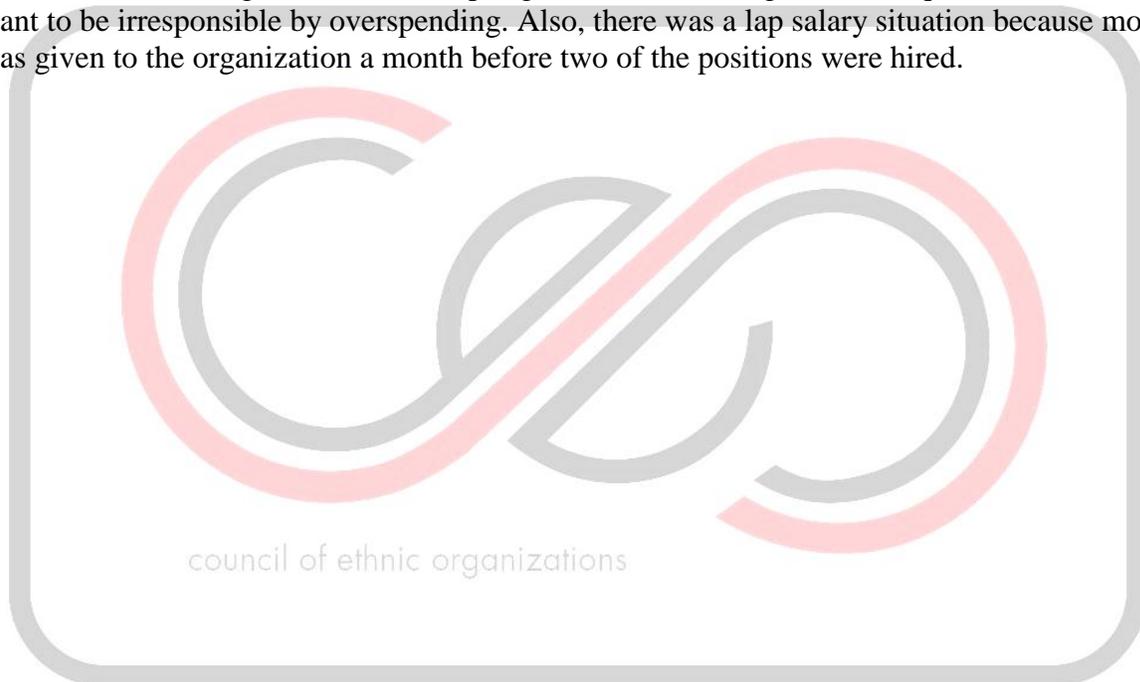
The terminology for responding to this item has been amended to be consistent with the strategic planning framework. Therefore, SFAC requests that you report your success measures in terms of strategic initiatives and action steps versus goals and objectives as previously requested. To this end, please list your 2013-2014 strategic initiatives and action steps in priority order. Larger units may wish to group responses by subprogram. Under each strategic initiative, please state the specific action steps (programs, activities, services, policies/procedures, etc.) you implemented to accomplish your stated initiative.

Objective 1: Increase membership involvement within the organization.
- **Plan of Action:**
    a) Develop incentive that members would like the opportunity to work towards receiving membership points
        i) Bring these questions up at General Membership Meetings
        ii) Have members periodically check Facebook for not only activities, but updates in CEO events through thematic days:
            (1) Motivation Monday
            (2) Tunesy Tuesday
            (3) Worldly Wednesday
            (4) Trivia Thursday
            (5) Fun-Fact Friday
    b) Create a more stable committee system
        i) Incorporate positions within each committee that members can hold
        ii) Grant points to members for joining and being involved within the committees
        iii) Give members task that they would enjoy doing while learning the responsibilities of being involved in a fee-funded organization.
    c) Market to students what our organization is about and how they can benefit from being involved with us.
        i) Focus more on residential life
        ii) Be more visible when it comes to marketing to commuter students.

Objective 2: Broaden range of events for organization
- **Plan of Action:**
    a) Receive students opinions on what they would like to see on campus
        i) Have surveys available to students voicing what diversity events they would like to see on campus
        ii) Focus on incorporating events that have yet to have been done within CEO
        iii) Explore the different aspects of diversity that is prevalent at the University
    b) Determine when and how often students would like to go to events
        i) Reference from past events to determine when events should be put on
        ii) Look at the numbers of events that were held within a month, and determine if the number of students could be higher if put on at different time.

Objective 3: Develop stable communication with other organizations affiliated with CEO

- **Plan of Action:**
    a) Talk to organizations to determine which means of communication will be most effective
        i) Incorporate Facebook and Twitter more to contact organizations
        ii) Follow organizations back that also follow us.
    b) Talk to organizations about what we have to offer as a organizations
        i) Inform them of our machines and what steps are necessary to use them
        ii) Educate them on what our organization stands for and how we can be sponsors for their events.
    c) Show interest in their organization, just as they show interest with ours.

Objective 4: Develop relationship with other academic departments on campus

- **Plan of Action:**
    a) Explore the different events that departments have on campus
        i) Talk to departments such as Spanish, French, LGBT, African-American Studies, Turkish, Polish, etc.
        ii) Get in touch with Athletics, Campus Recreation and Wellness, and Admissions to see what opportunities are available to collaborate.

Question 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.)?

--We as a fee-funded organization are funded solely by student fees. We have had collaborative opportunities with the Student Video Network. They paid for the marketing items for their outdoor movie festival such as handbills, posters, and banners.

Question 8:

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

CEO does not overlap between any other units.