STUDENT GOVERNMENT ASSOCIATION

Fiscal Year 2014

Student Fees Advisory Committee

Report/Program Questionnaire

University of Houston

Student Government Association

57 University Center Underground

Houston, TX 77204

(832) 842-6225

www.uh.edu/sga

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.

Our Mission:

The Student Government Association (SGA) exists to serve as the official voice through which student opinions may be expressed and empowered in the overall policy, decision making process, and services offered at the University of Houston. As such, the Student Government Association is committed to understanding the needs of students and advocating on their behalf. Through continuous interaction with students, faculty, staff, and administration, the organization works to improve and enhance the quality of the student experience.

How our Mission is accomplished:

Our mission is accomplished through constant interaction with the student body. Our legislative branch utilizes town halls to speak with their constituents on issues that matter to them and hold bi-weekly senate meetings to allow students to voice concerns to the whole of SGA. SGA is committed to empowering students to voice their opinions on different issues and work with senators so that legislation may be drafted.
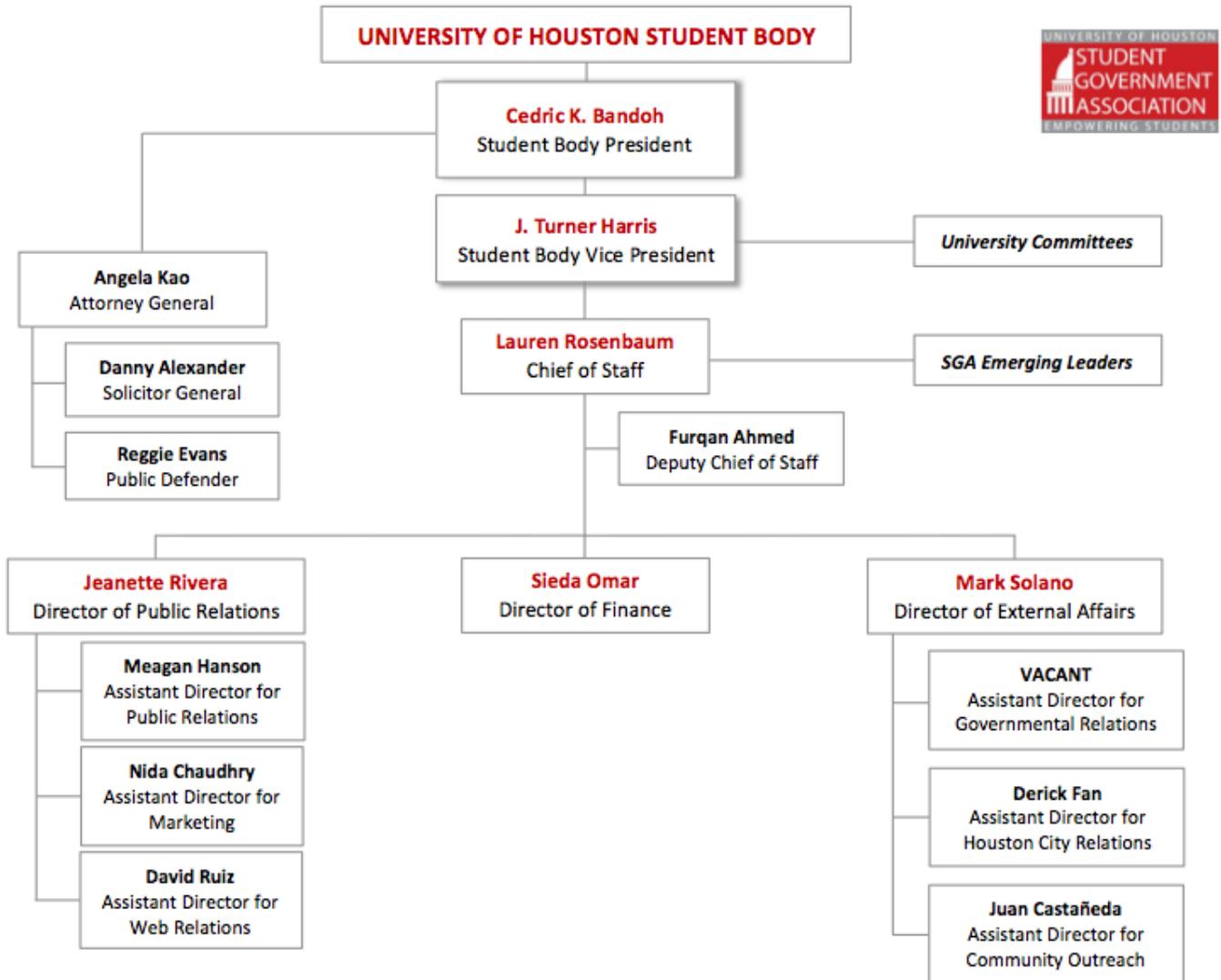
Through partnerships with departments and university committees throughout campus, students are able to serve as representatives and further voice their opinions. SGA believes the university is for the students, and those students should be able to make a lasting, positive impact for the campus community.

Justification:

SGA serves as the liaison between university administration and the students. Through our town halls, meetings, university committees, and internships, we offer the students effective avenues to make changes on the campus that matter to the student body. The University of Houston is committed to shared governance with SGA serving as the official voice of the students on student affairs, and is required to exist per state law.

QUESTION TWO

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, advisor, etc.), note this on your chart. Student employees should be cited on the chart and identified as students.

UNIVERSITY OF HOUSTON STUDENT BODY

Cedric K. Bandoh
Student Body President

J. Turner Harris
Student Body Vice President

University Committees

Angela Kao
Attorney General

Lauren Rosenbaum
Chief of Staff

SGA Emerging Leaders

Danny Alexander
Solicitor General

Furqan Ahmed
Deputy Chief of Staff

Reggie Evans
Public Defender

Jeanette Rivera
Director of Public Relations

Sieda Omar
Director of Finance

Mark Solano
Director of External Affairs

Meagan Hanson
Assistant Director for
Public Relations

VACANT
Assistant Director for
Governmental Relations

Nida Chaudhry
Assistant Director for
Marketing

Derick Fan
Assistant Director for
Houston City Relations

David Ruiz
Assistant Director for
Web Relations

Juan Castañeda
Assistant Director for
Community Outreach

Last Updated: October 4, 2012
49th Administration 2012-2013

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.

Plan of action:

Objective 1: Student Service Initiatives

1. **Raise Money for SGA Endowment Scholarship:** SGA will create a Scholarship/Endowment to raise money for scholarships for students.
   ○ Status: Changed. SGA has decided to forego interest in this program due to issues in the permissibility of using students' fees as scholarship funds, and will continue to encourage students to seek out other scholarships.

2. **Students Savings Program:** SGA will continue to work with business to offer discounted services for students.
   ○ Status: Completed. SGA contracted services with the Student Savings Club to offer students over 40 discounts to Houston locations as well as additional online discounts.

3. **University Center Renovations:** SGA will continue its support and work with UH Administration to proceed with UC Renovation.
   ○ Status: Ongoing. SGA meets regularly with the New UC Committee and UH Administration to support the building of the New UC.

4. **Student Safety:** Work with UHPD to ensure a safe and secure campus community and will continue to launch different campaigns to improve student's safety and accessibility.
   ○ Status: Ongoing. SGA partnered with UHPD to bring students the Walk in the Dark/National Night Out in order to promote safety on and off campus as well as explores enhanced safety mechanisms throughout campus.

Objective 2: Student Government Improvement Initiatives

1. **New member retreat and orientation:** SGA will continue to offer its internship program to develop future leaders for this University.

- ○ Status: Completed. SGA has developed the Emerging Leaders program to foster student involvement on campus through internships with different branches of the organization. Over thirty students were been paired with senators, executive members, and the judicial branch in order to gain first hand experience in those respective branches.

2. **University Committees:** SGA will improve communications with current University Committees and will ensure proper shared governance.
   - ○ Status: Completed/Ongoing. SGA has designated representatives on over 15 university committees, working closely to ensure the students' voices are heard on issues that are pertinent to them. SGA works to collect by-laws of each of the committees, communicating with chairs to track attendance of student nominees and replacing them after missing two committee meetings.

3. **Bylaws Reform:** Reform the SGA Bylaws and eliminate ambiguity.
   - ○ Status: Completed. SGA met regularly in the summer in order to change the bylaws from a document that was over 100 pages of convoluted rules and wording, to a concise and relevant 50-page document.

Objective 3: University Advancement Initiatives
1. **Partnerships within UH community:** Continue partnership with various University departments to sponsor events beneficial to students.
   - ○ Status: Ongoing. SGA collaborated with the Department of Public Safety in order to host the annual Walk in the Dark, and worked closely with inaugural Mr. UH event.

2. **Transportation and Parking:** SGA will develop an initiative to address the needs of students and will educate students about alternative methods.
   - ○ Status: Completed. SGA worked with the Parking and Transportation department to continue the parking fines appeal plan, which applies a 75% discount to parking citations paid within 24 hours, 50% discount within 24-48 hours, and 25% discount within 48-72 hours.

3. **Student Housing:** Build a better relationship with Student Housing and Residential Life and continue resolve issues with SHRL as the campus continues to grow in the future.
   - ○ Status: Completed. SGA established the Residence Life & Houston Advisory Committee in order to bridge the gap between the Residence Halls Association and allow students to voice their opinion on housing issues.

4. **Tier One Support:** Continue support the University in its efforts to establish itself as a Tier One Institution.
   ○ Status: Ongoing. By pursuing the UH Mobile Application and seeking out new sources of innovation (e.g. business incubator), SGA continues to bring Tier One opportunities to the university community.

5. **Sustainability:** Continue to initiate and support initiatives to sustain an eco-friendly campus environment.
   ○ Status: Ongoing. SGA has partnered again with RecycleMania to promote and encourage sustainability efforts on campus, and continues to work with UH Green to encourage more recycling bins/containers throughout campus.

Objective 4: Student Advocacy Initiatives
1. **Partnership among Houston universities:** SGA will continue its relationship with other Houston Colleges and Universities through active participation in Greater Houston Students Association.
   ○ Status: Ongoing. This initiative was a part of the External Affairs Department and, due to complications in hiring, SGA did not have a Director of External Affairs until late Spring 2012, making this partnership difficult. SGA continues to work with Houston universities in order to advocate on social and educational policy.

2. **Texas Student Association:** Continue SGA's membership in the Texas Student Association, a coalition of Student Government across the state of Texas.
   ○ Status: Ongoing. This initiative was a part of the External Affairs Department and, due to complications in hiring, SGA did not have a Director of External Affairs until late Spring 2012, making this partnership difficult. SGA continues to work with Texas associations in order to advocate on social and educational policy.

3. **Voter Registration:** Continue to provide opportunities for students to get registered and educated about voting rights.
   ○ Status: Completed. SGA did voter registration drives at New Student Orientations and provided assistance for early voting shuttles in October 2011.

Objective 5: Student Empowerment Initiatives
1. **College Council:** Pursue the implementation of relatively autonomous college councils.

- ○ Status: Ongoing. Our Architecture and Hotel and Restaurant Management senators serve on college councils in their respective colleges. SGA continues to encourage the establishment of college councils in each college.

2. **Fair tuition and fees:** Continue to develop a comprehensive proposal for moderate and fair tuition and fees.
   - ○ Status: Changed. Tuition and fees and their modification are dependent on the legislative session, and FY12 did not coincide with an open legislative session. In an effort to provide students with more predictability and make fees easier to understand however, SGA worked to consolidate the viewing of student fees in PeopleSoft.

3. **Student Life Policies:** Examine the current Student life policies and make necessary recommendation to the President.
   - ○ Status: Changed. The current administration seeks different methods and partnerships to create a meaningful student life experience for students.

QUESTION FOUR

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 any assessment measures used to evaluate program success. Please provide the method for collecting these data.

The Student Government Association evaluates its success through town halls, senate meetings, website traffic, and our social media outreach.

Town Hall Meetings:
2011 (End of FY2011) – 10 Town Halls
2012 (End of FY2012) – 12 Town Halls

Senate Meetings:
2011 – 21 Senate Meetings
- Average Attendance: 25
2012 – 21 Senate Meetings
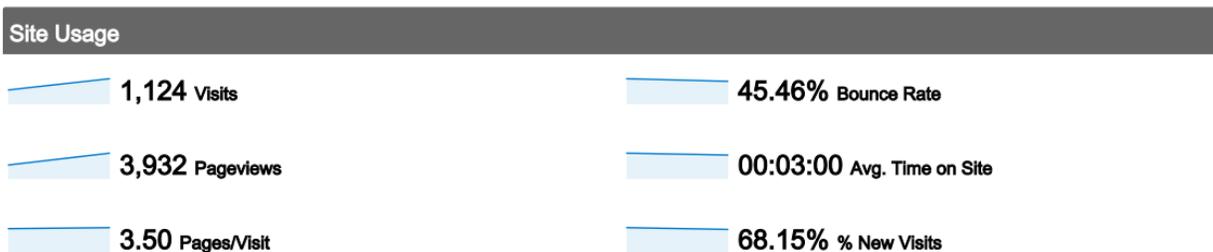- Average Attendance: 40

Bills and Resolutions:
2012
- SGA Bills: 6
- University Bills: 6
- Resolutions: 3

Website Traffic:
2011 – Very inactive website, no analytics
2012 – One Month Snapshot

Site Usage	
1,124 Visits	45.46% Bounce Rate
3,932 Pageviews	00:03:00 Avg. Time on Site
3.50 Pages/Visit	68.15% % New Visits

Pages visited:

Content Overview		
Pages	Pageviews	% Pageviews
/	1,421	36.14%
/index.php/executive/president.	135	3.43%
/index.php/executive/chief-of-	118	3.00%
/index.php/election-center.html	117	2.98%
/index.php/serve-on-a-	112	2.85%

Traffic Sources:

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
uh.edu (referral)	365	32.47%	uh sga	70	21.88%
(direct) ((none))	356	31.67%	university of houston sga	39	12.19%
google (organic)	287	25.53%	sga uh	18	5.62%
facebook.com (referral)	35	3.11%	university of houston student	12	3.75%
bing (organic)	17	1.51%	reyes ramirez university of	6	1.88%

Social Media Outreach:
2011 – 1,300 Facebook Friends
2012 – 1,509 Facebook Friends

In the coming months, we hope to invest in and full develop an innovative electronic town hall service called MindMixer. This service would not only allow us as an organization to reach out to the students that we serve, but it would better give us analytics on data such as how many students were reached, what topics they subscribed to the most, what ideas they might have, and which ideas are most popular. This process would completely streamline our communication with students and, in turn, university administration. Mindmixer gives students and members of the UH community the ability to voice what concerns them, formulate ideas and solutions collectively, and fosters worthwhile engagement. Its use has positive impacts on parental involvement, student retention, faculty success and community buy-in.

Please see the infographic below to better understand how Mindmixer works:

How mindmixer Works

LET'S TALK COMMUNITY ENGAGEMENT

We start by defining important topics in your community.

Each topic can go through a variety of stages.

COMING SOON
You have time to review the selected topics before submitting ideas.

LET THE IDEAS BEGIN!

OPEN SUBMISSION
We're looking for practical and resourceful ideas.

GET ON THE LEADERBOARD
1 2 3 4 5
More Points means better chances at rewards.

1 What's Your Idea? — **Submit Ideas** +10 Points

2 What if... — **Give Feedback** +2 Points

3 I Seconded! — **Support Good Ideas** +2 Points

OR PRIORITIZE!
Help the best ideas float their way to the top.

VOTING
Your vote counts.

Sometimes we'll put a topic into Voting so you can help us pick the best ideas.

LOVE IT!	Like It!	It's OK.	Neutral.
+3 Points	+2 Points	+1 Points	0 Points

IDEAS IMPLEMENTED → The most practical, resourceful and creative ideas get made into reality.

CLOSED
The topic may be closed, but if you're on the Leaderboard, you win rewards.

PARTICIPATE TODAY!

mindmixer
www.MindMixer.com

Please discuss any budget or organizational changes experienced since your last (FY2013) 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 FY2012 with a Ledger 3 Fund Equity balance, please describe the conditions which caused the fund balance.

Our Ledger 3 Fund Equity was $66,601.04.

$59,125 is set aside to cover the cost of our UH Smartphone Application that was awarded for FY12. The process for acquiring bids, securing those bids, and selecting a vendor through our IT department has taken much longer than expected due to unanticipated technical road bumps. We've requested a transfer of those funds to FY13 and have currently selected a vendor. We're fully confident we will have the App ready and running for the students during the Spring 2013 semester.

$5,000 was also transferred from FY12 to FY13 for the Mindmixer service we seek to acquire by this fiscal year. The contract process was started towards the end of the FY12 and we're currently searching for and acquiring quotes for programs that offer a similar service, so that we can purchase the program that is best for the university (per the contract requirements).

The remaining $2,476.04 was left unused in order to cover administrative and business expenses.

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.

Strategic Initiatives for FY 13

Listed below are strategic initiatives by the current administration, rather the FY14 initiatives, as those students have not been elected yet. Boldface font signifies completion of those items.

SGA is committed to the following initiatives:
- I. Communication and Awareness
1. Community Outreach
2. Innovation
3. Organizational Partnerships and External Relations
4. Student Life/Annual Events
5. Student Safety, Health, and Wellness
6. Student Success and Access
7. Sustainability
8. University Advancement
9. Internal Affairs

Communications and Awareness: commitment to ensure student and the university are informed on the actions of their Student Government Association.
- A. ***New and improved SGA website*** - provide new media, improved access and organization, more relevant information, tools to directly contact representatives, etc.
- B. *Official UH Mobile Application* - will provide safety, event, and traffic alerts, bus routes, push-button notifications. Speed of information, accessibility, and further expansion of Tier One brand.
- C. ***Social Media Capital*** - expand social media capital with new technologies to better reach students.
- D. ***UStream Technology*** - stream Senate meetings for students' convenience.
- E. *Virtual Town Halls* - obtain more accurate feedback from students through a more effective platform.

F. *"State of UH" Presidential Address* - deliver a fall address that will recognize the achievements/progress to date and outline plans of action that lie ahead.

Community Outreach: commitment to being active in local and global community engagement projects.
A. *Local and Global Service projects* - engage in local and global community service projects (one global and one local per semester).
B. *Clinton Global Initiative* - provide assistance to UH student leaders who are leading projects through the Clinton Global Initiative-University.
C. *Student Alumni Connection* - actively participate in the Student Alumni Connection and UH Alumni Association events to capitalize on supportive alumni network.

Innovation: commitment to ensure UH remains a leader in Tier One higher education innovation by providing cutting-edge 21st century learning and support services.
A. *Cloud Infrastructure* - develop an official memo and strategic plan to pursue cloud infrastructure in UH learning and support services.
B. *Blanket WiFi connectivity* - work with UH IT on a strategic plan to install more access points on campus to improve WiFi connectivity.
C. *iBooks/iTunes/Textbook Affordability* - work with Academic Affairs to digitize textbooks, have more books on iBooks, and deliver more courses on iTunesU.
D. *UH Business Incubator* - work to establish a venture capital development center to capitalize on UH entrepreneurial talent.

Organizational Partnerships and External Relations: commitment to collaborate with other organizations on initiatives geared towards supporting student success.
A. *Texas Student Association (TSA)* - re-convene the TSA and serve as leader of organization. Organization will serve as official advocacy group of behalf of Texas universities in 83rd legislative session on issues pertaining to higher education, social and public policy.
B. *Greater Houston Student Association (GHSA)* - re-convene the GHSA and serve as its leader. Organization will serve as official advocacy group on behalf of Greater Houston area universities on issues pertaining to higher education, social and public policy.
C. *83rd Texas Legislature* - rally the student body to put pressure on our state legislature to make higher education a priority in the 83rd legislative session by providing coalitions and resources to students for effective advocacy.
D. *National Campus Leadership Council* – active membership by President to collaborate on higher education, social, and public policy issues (managed through the White House Office of Public Engagement).

E. ***Voter Registration Drive/Voter Education*** – hold voter registration drives on campus for local, state, and national elections. Provide resources on the importance of voting, civic engagement and information on political candidates.

F. *Presidential Advisory Committee* – hold regular meetings with former UH Student Body Presidents in order to provide advice to on administrations progress and executive agenda.

G. *President's/VPSA Roundtables* – assisting university administration by providing student leaders to attend roundtables created to establish a connection between administration and students.

H. *Creation of Big East Student Association* – lead an initiative to create a Big East Students Association which will be an official coalition of the student governments of Big East university members.

Student Life/Annual Events: commitment to collaborating with campus partners to improve student life at the University of Houston.

A. *BikeShare Program* - work with the City of Houston to pilot a BikeShare program on campus.

B. *RHA/Residence Life & Housing Advisory Committee* - work to bridge the gap between RHA and SGA by installing the Residence Life & Housing Advisory Committee. Operate under the UH shared governance system and will advise the Residence Life and Housing department.

C. ***Cat's Back/ New Student Orientations/****Finals Mania* – participate in all events.

D. *Activities Funding Board Task Force/Appeals* - work with the Activities Funding Board Task Force to establish an appeals process that will be processed through the SGA Court of Appeals.

E. *Implementation of SGA Laws* - work to establish a more proactive process to implement policies passed by SGA and signed by the President in addition to the work already done by the University Coordinating Commission.

F. ***Division of Student Affairs Strategic Plan*** - will assist the Division of Student Affairs as it develops its long-range strategic plan.

G. *Graduate & Professional Students Association* - work with Student Affairs and the Faculty Senate on the feasibility on creating an association to meet the needs of the Graduate and Professional student community.

Student Safety, Health, and Wellness: commitment to ensuring that students are protected and safe on campus; furthermore we are committed to providing resources for the well-being of all students.

A. *Walk in the Dark/National Night Out* - partner with the Dept. of Public Safety to plan and coordinate the annual Walk in the Dark and National Night Out events.
B. *Bike Registration Drives* - partner with the Dept. of Public Safety to coordinate bike registration drives throughout the school year.
C. *Health and Wellness Week* - collaborate with university partners to host a "Health and Wellness" week to bring awareness to student issues related to alcohol, drugs, physical, psychological, and nutrition.
D. **Tobacco Task Force** – The Provost has authorized the formation of a Tobacco Task Force to make recommendations regarding campus tobacco policies. The immediacy is a new rule by one of the university's major research funding agencies that requires all entities receiving grants to "certify compliance of a tobacco-free workplace" by August 31, 2012.

Student Success and Access: commitment to ensuring that students receive a quality Tier One education that adequately prepares them for a global workforce; moreover we are also committed to ensuring that the University of Houston remains affordable and offers quality student services.
A. *Academic Advising* - work with Academic Affairs to improve Academic Advising within colleges with new technologies provided through myUH.
B. *Online Course Evaluations* - will work with Academic Affairs to move all course/faculty evaluations online through the AccessUH course evaluation system.
C. **Parking Fines Appeals Plan** - develop an official memo and work with the Parking and Transportation department to continue the parking fines appeals plan which is set to expire in June 2012.
D. *Locked-In Tuition* - work with university partners to explore implementing biennial locked-in tuition rates.
E. *Student Legal Services* - work the Dean of Students Office on the feasibility of re-establishing a Student Legal Services Office.

Sustainability: commitment to pursuing green energy and recycling projects and programs to ensure a sustainable and efficient University of Houston.
A. *RecycleMania - participate in the annual RecycleMania activities.*
B. *Solar Panels* - collaborate with university partners and the business community to install more solar panels on campus buildings. Energy cost savings would be used for student scholarships.
C. *Awareness and Recycling Partnerships with UH Green - work* with UH Green to provide more recycling bins/containers around campus. The administration will collaborate with UH Green to provide students with resources and awareness regarding initiatives geared towards a more sustainable and efficient UH.

University Advancement: commitment to ensuring that students' needs are met as the university grows and as capital improvements are developed and executed.

    A. *New University Center Project* - continue to work and serve on the New UC Project Development Team and complete the design development and construction document process. The President and Vice President will also work with the project team throughout the construction of the New University Center.

    B. *New Athletic Facilities Project* - work and serve on the New Athletic Facilities Core Leadership/Project Development team. This will include the design and construction of a new stadium and renovated arena.

    C. *Cougar Village Phase II* - work with university partners throughout the construction phase of Cougar Village Phase II to ensure a successful substantial completion and opening.

    D. *Cougar Place Replacement* - work with university partners throughout the construction phase of Cougar Place to ensure a successful substantial completion and opening.

    E. *New Dining Hall* - work with university partners throughout the construction phase of the new Dining Hall to ensure a successful substantial completion and opening.

    F. *METRO Light Rail Expansion* - work with university partners, METRO administration, the City of Houston, and community leaders throughout the METRO light rail expansion on campus.

    G. *Division of University Advancement – Establishment of Community Development Board* - work closely with University Advancement as it establishes a Community Development Board to support the Chancellor's $1 Billon fundraising campaign.

    H. *New Health Center Feasibility Committee* - serve on a special committee established to assess the feasibility of a new UH Health Center. The current Health center is in severe need of expansion and facility improvements.

    I. *Cullen Boulevard Repair* - work with the City of Houston and Harris County on a plain to repair and replace Cullen Blvd, which is a major thoroughfare to UH in deplorable conditions.

    J. *Establishing University IT Advisory Committee* - work with UH IT to establish a university-wide Information Technology Advisory committee that will advise the Chief Information Officer. This committee will operate under the university shared governance system.

SGA Internal Affairs: committed to overhauling and reforming our internal governing system to become more efficient, effective, and empowering.

    A. ***SGA Emerging Leaders Program*** - continue the SGA Emerging Leaders program, the official internship and leadership development program for the organization.

B. ***Election Code and Election Operations Reform*** - completely overhaul the election code and election process.

C. ***Judicial Code Reform*** - reform the Judicial Code and Court of Appeals – "Rules of Court". The University Hearing Board will be removed from the jurisdiction of the Judicial Branch through a constitutional amendment.

D. ***Bylaws and Constitution Reform*** - completely overhaul the outdated SGA By-Laws and governance system.

E. *Monthly Finance Report* - develop a monthly finance report that documents expenses. This report will be presented to the Senate monthly and will be posted online.

F. *SGA History Publication* - work on a publication that details the history of the Student Government Association at the University of Houston. There currently is no one central location of historical information for SGA. The final publication will be made available to the University Archives (UH Libraries).

QUESTION SEVEN

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 Government Association is funded solely by the student fee dollars, allowing us to offer free programs and initiatives to involve students in the campus community.

Please describe any services that are similar to yours and/or any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.

No overlap exists between the Student Government Association and other units at the University of Houston.