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**STUDENT HOMECOMING BOARD**

**SFAC REPORT FY 2013**

**STUDENT FEES ADVISORY COMMITTEE (SFAC)**

**FY2014 PROGRAM QUESTIONNAIRE**

INSTRUCTIONS: *Please respond to all questions. Restate the question before providing your response. An electronic copy of your responses in PDF format, produced according to the PDF Conversion Process Instructions provided with the SFAC Request Packet, should be sent to: SFAC Chair, in care of the Dean of Students Office, at [wmunson@uh.edu](mailto:wmunson@uh.edu) by 1:00 p.m., Monday, October 22, 2012. It should be noted that only electronic submissions will be considered.*

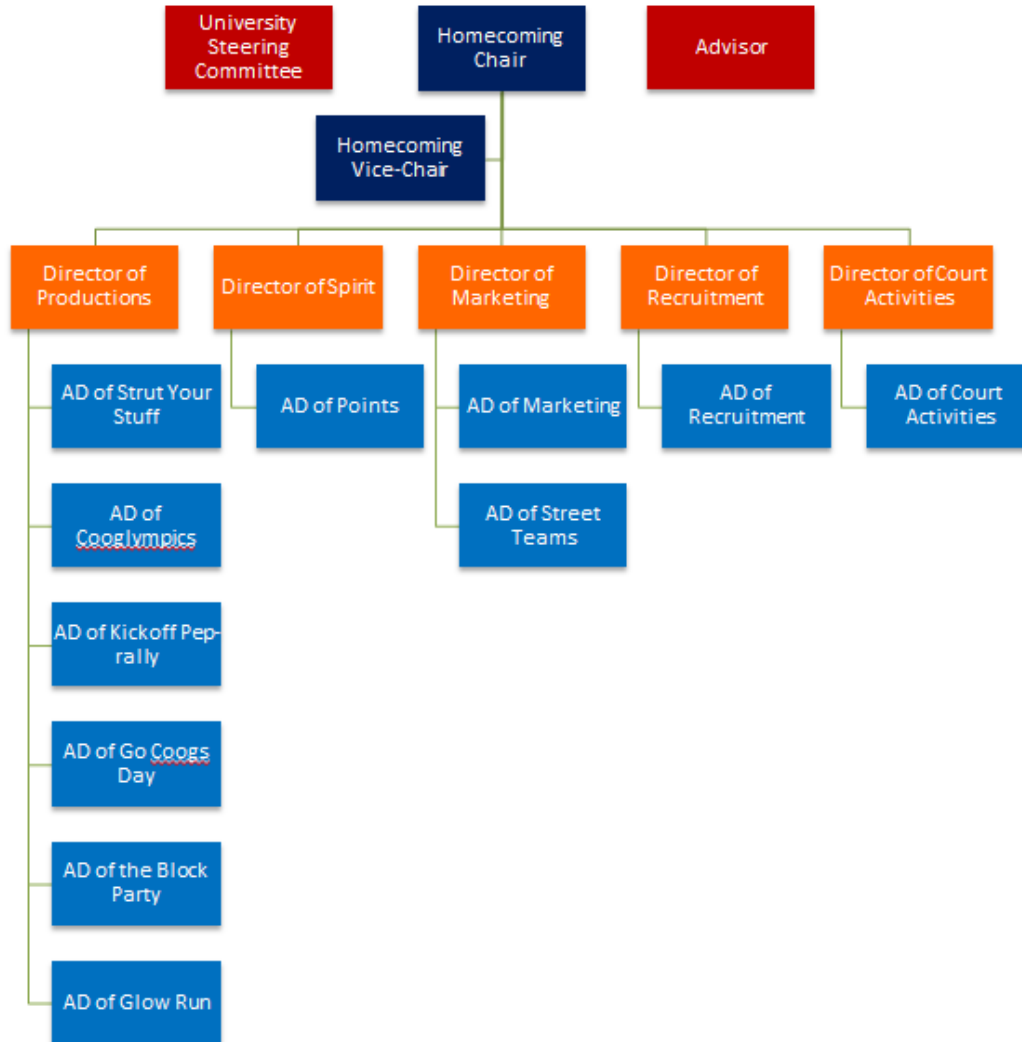
1. Please provide a one-page executive summary of your questionnaire responses. This summary should include, in brief terms: your unit's mission, how you accomplish your unit's mission, and a justification of your unit's student fee allocation in terms of benefits for students.

*Homecoming is one of the oldest traditions celebrated at the University of Houston. It is a time when students and alumni are able to connect over something they both care deeply for—The University of Houston. The mission of the Homecoming Board is to encourage campus pride in the student body that will transition into a life-long support for the University of Houston. It is more than attending a football game; It is educating students about UH spirit and traditions, challenging students to become involved in their university, and encouraging participation and collaboration among the entire University community--students, faculty, staff, alumni and friends of UH.*

*The Homecoming Board partners with student organizations and departments across campus and sponsors 12 major events in an eight day series beginning the weekend before the Homecoming game. Each year the Homecoming Board works to research best practices for new events and ideas. They also evaluate events from previous years to determine their success and/or failure and either continue or remove each event from the calendar. Through this research the Homecoming Board works to keep tradition and spirit alive at the University of Houston.*

*The Student Homecoming Board is a valuable asset to the student body and the university community because it is a key component in connecting current students with the University for the rest of their lives. Homecoming Board transitions active and involved students to active and involved alumni. The Homecoming Board also invites alumni, faculty and staff to interact with current students, providing a connection between the undergraduate and postgraduate experiences.*

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



3. 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.

Objective A

Attend and support the University Homecoming Steering Committee meetings and support university-wide homecoming events. The Homecoming Board will work to strengthen the ties between the student body and the University faculty and staff. The Board will also work to incorporate alumni and faculty/staff events into the Homecoming plans.

STATUS: Achieved and Ongoing

The Homecoming Chair has been in attendance at the Homecoming Steering Committee. The Homecoming Chair has worked with the Homecoming Steering Committee to develop events geared at incorporating all departments, colleges and offices of the University into Homecoming as well as the alumni association.

Objective B

Organize Homecoming Board through the selection of interested and qualified students to assist in the planning of homecoming events and competitions. These positions are to be filled no later than the end of May 2012 to allow enough time to organize Homecoming.

STATUS: Achieved and Ongoing

All positions were filled by interested and qualified individuals and we are working on accomplishing several tasks and goals. The Homecoming Board is working on increasing student, alumni, faculty/staff and community involvement in all Homecoming related activities.

Objective C

Continue to plan and present traditional activities and events to include a community service component, opening events, Strut Your Stuff, Paint the UC and Banner contest, selection of court and announcement of king and Queen, Go Coogs Day, t-shirt contest, street parade, Cooglympics, Canned-food sculpture, 5K run/walk, live cougar exhibit, and Paint Shasta.

STATUS: Ongoing

Most of the traditional activities are being held as they are every year. We will continue to host Strut Your Stuff, Banner Contest, the King and Queen selection process, the T-shirt contest, the Street Parade, our spirit day (Go Coogs Day), the opening pep rally, the Paint Shasta Competition, and Cooglympics. Additionally, we have added a glow run to benefit the American Diabetes Association.

Objective D

Give the Homecoming Board the opportunity to research and develop additional programs and traditions via web search and contact with other colleges and universities to propose new and innovative programs that will attract students and keep the spirit of Homecoming alive.

STATUS: Ongoing

We are currently collaborating with MVP to organize a Glow Run that will allow us to raise funds for the American Diabetes Association. We are also working with the steering committee and the Alumni Association to organize a contest at the Shasta exhibit in the Houston Zoo to incorporate our mascot as well as to build new traditions with our new Shasta.

Objective E

Assess program components to include: involvement, attendance, marketing, and cost per person.

We worked to improve our grass roots marketing and developed programs that students were more interested in. We encourage student organizations to partner up with other organizations in order to make it more feasible to participate and compete in all of the Homecoming events. We are offering multiple promotional items to students such as pens, towels, t-shirts, wristbands and sun glasses. We increased the amount of events that award points towards the Spirit Cup Competition, creating a healthy competitive environment and encouraging student organizations to participate in all Homecoming related events.

Objective F

Work to improve the organization structure including the Constitution of the Homecoming Board and the Packet of events. Registration should be simplified to help increase understanding of our events and point system. Director expectations and requirements must be explicitly stated to allow for more effective understanding of the position responsibilities

Status: Completed

Our constitution has been updated to better describe director responsibilities as well as to reflect the changes that have been made in this year's homecoming events. We have simplified our Packet of events by writing a new one. Registration is also made easier by the instructions found in the packet as well as better communication of these instructions through our connections meetings.

**Goal 2: Promote student involvement and participation in Homecoming events.**

Objective A

Utilize student media outlets (Daily Cougar, Channel 6/SVN, on line communities) to promote campus traditions and homecoming events/competitions.

Status: Ongoing

After the list of events was finalized we began to promote Homecoming through such media outlets as the Houston Chronicle, Daily Cougar, Facebook, twitter and the UH listserv. There is a Facebook group established with updates sent out before each event. The Twitter page is used for updates regarding deadlines, general news, and Homecoming Board activity. There are approximately 1900 people in the Facebook group (more than double from last year) and 865 followers on the Twitter account. The Daily Cougar will

be used to promote Homecoming events prior to and during the week of Homecoming.

Objective B

Stay up to date with the event participation guidelines and documents and post to web site.

Status: Ongoing

All of the applications and details about each event were updated and posted Via The Homecoming website which has been updated and information/forms regarding all Homecoming Board events, programs, and contests are available for download.

Objective C

Develop marketing/promotion plan of action to educate, inform and encourage participation in Homecoming events.

Status: Ongoing

A marketing team has been established to develop a plan of action consisting of promotional items, media outlets, and event showcases. The Homecoming Board is purchasing several promotional items and giveaway to create excitement about Homecoming week. These items include t-shirts, pens, sunglasses, wristbands and foam hands. The Homecoming Board is utilizing media outlets like the Daily Cougar, Facebook, Twitter, and University listservs. The Homecoming Board has also setup informational booths during summer orientations, Cat's Back, and other organization showcases.

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

Homecoming Board measures the success of Homecoming by the amount of students involved in the planning process for Homecoming Week, student organization participation, and event attendance.



5. 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.

Last year the Homecoming Board did not request any additional funding. This year we are requesting additional funding to add an additional director to our Board to help us plan the new events that need to be planned. We are also requesting additional funding to cover the cost of fireworks, truck rental, trailer rental, and overhead costs associated with these expenses.

6. 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.

**Goal 1: Present a week-long calendar of events for Homecoming 2012 involving the University Steering Committee and other student/staff groups that promotes campus traditions and encourages student involvement.**

Objective A

Attend and support the University Homecoming Steering Committee meetings and support university-wide homecoming events. The Homecoming Board will work to strengthen the ties between the student body and the University faculty and staff. The Board will also work to incorporate alumni and faculty/staff events into the Homecoming plans.

Objective B

Organize Homecoming Board through the selection of interested and qualified students to assist in the planning of homecoming events and competitions. These positions are to be filled no later than the end of May 2013 to allow enough time to organize Homecoming.

Objective C

Continue to plan and present traditional activities and events to include a community service component, opening events, Strut Your Stuff, Paint the UC and Banner contest, selection of court and announcement of king and Queen, Go Coogs Day, t-shirt contest, street parade, Cooglympics, Canned-food sculpture, 5K run/walk, live cougar exhibit, and Paint Shasta.

Objective D

Give the Homecoming Board the opportunity to research and develop additional programs and traditions via web search and contact with other colleges and universities to propose new and innovative programs that will attract students and keep the spirit of Homecoming alive.

Objective E

Assess program components to include: involvement, attendance, marketing, and cost per person.

Objective F

Work to improve the organization structure including the Constitution of the Homecoming Board and the Packet of events. Registration should be simplified to help increase understanding of our events and point system. Director expectations and requirements must be explicitly stated to allow for more effective understanding of the position responsibilities

**Goal 2: Promote student involvement and participation in Homecoming events.**

**Objective A**

Utilize student media outlets (Daily Cougar, Channel 6/SVN, on line communities) to promote campus traditions and homecoming events/competitions.

**Objective B**

Stay up to date with the event participation guidelines and documents and post to web site.

**Objective C**

Develop marketing/promotion plan of action to educate, inform and encourage participation in Homecoming events.

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.)? 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.

There are no external funding sources for the Student Homecoming Board, other than possible sponsorships. However, Homecoming Board works with other student programming units (e.g. Frontier Fiesta Association, MVP, SPB, Center for Student Involvement, Coog Spirit, UH Alumni Association, UH Athletics) to co-sponsor certain Homecoming events such as Coolympics, Kick-Off Pep Rally, and Go Coogs Day.

8. 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.

There is no overlap between the Student Homecoming Board and any other unit. The Homecoming Steering Committee does provide coordinating support for the entire university's efforts in planning and presenting each year's Homecoming program but is not focused on the student-centered activities in the Homecoming week.

NOTE: *The totality of your responses to these questions should give the members of the Committee a comprehensive understanding of the role and function of your unit(s). To the extent that your responses do not accomplish this, please revise them accordingly.*

**Please send electronic responses ONLY (PDF format) to:** Chair, SFAC  
% Dean of Students Office  
wmunson@uh.edu

9/2012