# Council of Ethnic Organizations FY15 SFAC Questionnaire

**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 Council of Ethnic Organizations' mission is to enrich student life and promote cultural diversity through inclusive and educational events.
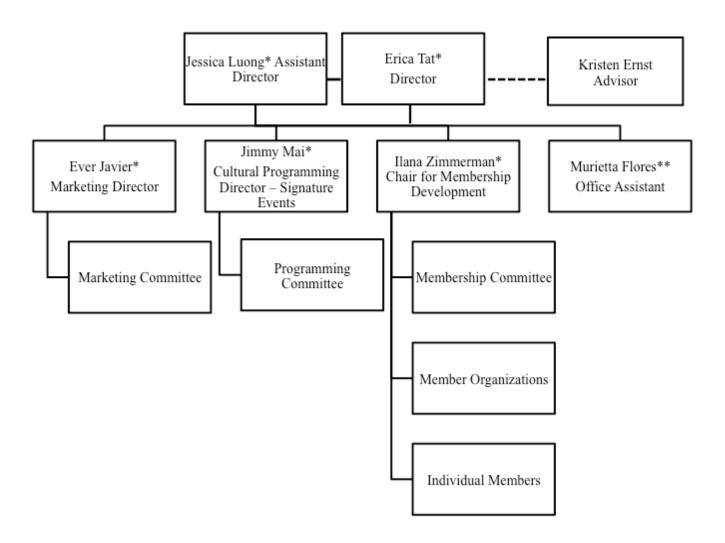
**Means of Accomplishment**
In order to support our mission, the Council of Ethnic Organizations (CEO) seeks to reflect the diverse interest of the campus community by actively seeking students' opinions on their interests in cultural diversity. We will utilize the feedback to further develop interesting programs for all students at the University of Houston (UH). To support this endeavor, CEO will incorporate educational information into every event. CEO also wants to encourage student leadership by engaging our members to participate in our committee system to learn more about CEO. We hope that active participation will inspire students to seek elected offices within various University organizations, committees, councils, and boards. In addition to promoting different cultures, CEO wants to serve as a platform for students to raise questions concerning race, gender, and other diverse issues at UH. We want to inspire students to question stereotypes and encourage developing an open mind towards ideals that differ from one's own. CEO's main goal is to collaborate with and serve as a guide to other Registered Student Organizations (RSOs) who desire to promote a message that coincides with CEO's mission. Lastly, CEO plans to develop partnerships between student organizations, University leadership, and the greater Houston community. By actively promoting our events and exploring potential collaborations, CEO will be able to uphold its mission as well as positively support other student organizations.

**Justification**
As an organization at UH, CEO also shares the responsibility of executing the strategic initiatives of the Division of Student Affairs and Enrollment Services (DSAES). We have a mission to not only program events that will educate students, but to foster an inclusive community as well. One of the division's strategic initiatives is fostering the creation of a global learning community that actualizes and embraces inclusion for students on campus. Within our organization, CEO strives to educate students on diversity and that it is not limited to the color of one's skin or cultural background. Diversity is among us all in our interests, hobbies, cuisines, etc., but CEO also wants students to understand that we share a common thread. Through the allocated funds for CEO programs, students are gaining knowledge that can strengthen their roles in academia and personal development, preparing them to become educated, global citizens in the modern world.

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



\* Identifies a student leader.

\*\* Identifies a student employee.

**Question 3:**

*List your unit's strategic initiatives and action steps identified for the 2012-2013 academic year and cite the specific Division of Student Affairs Strategic Initiatives and University of Houston Strategic Goals to which they relate. Please comment on your success in achieving these strategic initiatives/action steps. If a strategic initiative/action step changed during the year, please note this and explain. Also, list any new strategic initiatives/action steps, the rationale for the addition, and comment on your success in achieving these items.*

**Strategic Initiative 1: Broaden how the words "culture" and "diversity" are defined within the organization and throughout campus.**

> **Action Step 1:** Present events to highlight various cultures that may not be prevalent at the University of Houston.
> **Status:** Achieved and On-going
> **Comments:**
> - By keeping a detailed list of all past events over the years, CEO continues to develop programs that are different from those performed in the past. For example, CEO hosted a new event last year, Arabian Nights, to inform students about Middle Eastern culture using informational posters, cultural food, musical performances, and tabling from RSOs. Informational posters were created to explain the numerous dialects that are spoken in the Middle East region and also highlighted the different countries that are in that geographical area. CEO aimed to educate the students about the richness of this culture by providing a taste of one of the region's well-known delicacy called baklava and featuring two different performances of belly dancing and a band that played a variety of music from the region. Most importantly, RSOs such as Bangladeshi Student Association and Saudi Students Organization have tabled at the event to provide students with direct knowledge about the culture.
>
> **Action Step 2:** Asks individual members and RSOs about their definition of culture and diversity to further grow the understanding of these dynamic terms.
> **Status:** Achieved and on-going
> **Comments:**
> - These conversations occurred during both board and general meetings.
> - Last year, the Chair for Membership Development (CMD) incorporated a discussion component to each general meeting. For example, the CMD showed a Ted Talk video called *The Danger of a Single Story* presented by Chimamanda Ngozi Adiche at one meeting to present the idea of knowing only one side and then facilitated a discussion afterwards to discuss what members have learned from the video.

**Action Step 3:** Collaborate and promote events that are both ethnically and non-ethnically driven to expand the views of diversity.
**Status:** Achieved and On-going
**Comments:**

- CEO has been expanding to include all RSOs on campus whether or not they are ethnically related organizations. For example, in FY13, at International Explosion, there were performers from the Greek community including Sigma Lambda Gamma and Alpha Phi Alpha.

**DSAES Strategic Initiatives:** This initiative correlates with the DSAES third initiative in fostering the creation of a global learning community because broadening the definition of "culture" and "diversity" helps encourage students to be more open-minded and question stereotypes.

**UH Strategic Goals:** This initiative correlates with the goal of student success because it is important for students to obtain knowledge about different cultural customs in order to be successful in our ever increasing global economy.

**Strategic Initiative 2: Provide high-quality culturally oriented programs.**

**Action Step 1:** Form better techniques for organizing event documents.
**Status:** Achieved and On-going
**Comments:**

- CEO uses Google Docs to house forms for equipment sign outs, membership sign-ups, and collecting survey data.
- CEO created a program planner checklist to ensure consistency in event planning.
- CEO has an electronic and hard-copy system for collecting event information. The electronic system includes placing documents for each event (contracts, reservation, marketing, etc) into event folders by semester on CEO's shared server. The hard-copy system utilizes a programming divided separated by event, which includes the aforementioned items.
- CEO creates a detailed logistics schedule prior to events to ensure high-quality programs are produced. By creating an itinerary for every event, CEO is able to develop standard protocols to ensure uniformity in delivery of all programs.

**Action Step 2:** Create student surveys to gather opinions and feedback from events.
**Status:** On-going
**Comments:**

- This summer, CEO created surveys to be used at each event to chart student satisfaction and gauge what types of events students would like to see from CEO. However, they were implemented in FY14.

**Action Step 3:** Develop a diverse assortment of events to appeal to a wide range of students.
**Status:** Achieved and On-going
**Comments:**
- CEO events are both culturally oriented and non-culturally oriented and will continue to be so to support our mission. For example, CEO collaborated with Hindu Student Association in FY13 to host Holi, a traditional Hindu harvest festival, with an attendance of over 600 students. This event is an example of how any student is welcome to participate because it is about celebrating the harvest together even if one's religious belief is not Hinduism.
- CEO continues to seek out collaborative event ideas from individual students and RSOs to promote culturally diverse events. For example, in FY13, seven RSOs asked CEO to collaborate as well as two individual students. Strides have been made to target ideas and events that are different yet appealing to students by diversifying topics and cultures celebrated at CEO events.

**DSAES Strategic Initiatives:** The DSAES' third initiative correlates with this CEO initiative because higher quality programs attract more students to attend, and in turn, those student attendees leave CEO events with new knowledge.
**UH Strategic Goals:** High quality cultural programs support student success because keeping students engaged outside of the classroom will help maintain school pride and enthusiasm in academia.

**Strategic Initiative 3: Become more recognizable and branded throughout campus.**

**Action Step 1:** Design a new logo.
**Status:** Achieved
**Comments:**
- The new logo has been put on all CEO marketing to create stronger brand awareness for the organization on campus.

**Action Step 2:** Design a new general banner with logo to hang at all events.
**Status:** Achieved
**Comments:**
- Purchased new pull-up banner, flags, and table covers to highlight the CEO logo.
- These new marketing items are present at all events. They have been great means to grab students' attention and increase traffic to CEO info tables as demonstrated through increased attendance numbers at CEO events.

**Action Step 5:** Continue networking with other departments, administrators, and faculty to expand our network and build relationships.
**Status:** Achieved and On-going

**Comments:**
- In FY 12, CEO has introduced the organization to the department chair of the Modern and Classical Languages to discuss possible future collaborations for language workshops.
- In addition, there are CEO students who also participate in UH committees, such as the UC Policy Board, Cat's Back, and UH Weeks of Welcome to continue the networking efforts with University departments and administration.

**Action Step 4:** Improve CEO marketing strategies.
**Status:** Achieved and on-going
**Comments:**
- CEO created and uses a Marketing Plan Form that highlights the different marketing opportunities on campus. The Marketing Director (MD) uses this form for each event to increase attendance.
- Last year, CEO used Avengers costumes as a means to generate buzz for CEO events when passing out handbills.
- Purchased promotional materials including sunglasses, clipboards, and notepads, to distribute to students to increase CEO brand awareness on campus. CEO has been distributing all promotional items. During this time CEO has seen an increase in attendance to CEO events.
- Promoted the organization through the use of a detailed marketing plan, reaching out to more fee-funded organizations, registered student organizations, and students by networking with University departments as well as administration.

**DSAES Strategic Initiatives:** This supports the DSAES's fifth initiative of the cultivation of a collective identity because the purpose of the new logo is for students to recognize the CEO brand and immediately associate it with the organization's mission.
**UH Strategic Goals:** CEO can further institutional excellence by becoming well known across campus and further expanding to being recognized as a benchmark by other Texas universities and potentially the nation. The CEO brand will allow students to associate diversity with this organization reflecting the strong diversity within the Houston community.


**Strategic Initiative 4: Development of CEO General Members.**

**Action Step 1:** Increased the membership base through volunteering and active participation in events.
**Status:** Achieved and On-going
**Comments:**
- CEO is continually receiving high levels of interest in volunteering at events based off data on number of sign-ups to volunteer at CEO events.

**Action Step 2:** Redesign the current member point system to create incentives for active participation in CEO events.
**Status:** Achieved
**Comments:**
- This point system awards general members points for volunteering, attending CEO signature events (e.g. Carnaval of Cultures), attending general meetings, and attending collaborative events that CEO is part of. Members frequently attend and volunteer for events in order to earn points to receive active participation prizes at the end of the academic year.
- Many members are also involved in various registered student organizations, such as Vietnamese Student Association and Bangladeshi Student Association, which participate in CEO events.

**Action Step 3:** Encourage members to seek volunteer opportunities from various organizations such as Metropolitan Volunteer Program, Habitat for Humanity, PAIR (Partnership for the Advancement and Immersion of Refugees), etc.
**Status:** On-going
**Comments:**
- Last year, CEO members were also involved with other registered student organizations, such as the Vietnamese Student Association, PAIR, and AIESEC (Association Internationale des Etudiants en Sciences Economiques et Commerciales).

**Action Step 4:** The Chair for Membership Development (CMD) presents team building activities and educational videos for general members in a group setting.
**Status:** Achieved
**Comments:**
- Online videos are presented at general meetings that discuss certain topics related to diversity followed by a group discussion afterwards. For example, a video was shown that detailed the effects of stereotyping based on appearances. Afterwards, students were able to reveal their own personal feelings regarding this topic.

**Action Step 5:** Students join programming, marketing, and membership committees to develop their student leadership, planning, and communication skills.
**Status:** Achieved and On-going
**Comments:**
- In FY13, the marketing committee had very active members who dressed up as superheroes to assist the marketing director in advertising CEO events on campus.

**DSAES Strategic Initiatives:** This relates to the DSAES's third initiative. Developing CEO General Members fosters a global learning community because students are encouraged to explore other horizons in addition to being involved with CEO. This helps the UH community by connecting students with a wide array of university resources.

**UH Strategic Goals:** Active participation within CEO ensures student success because it has been shown that being involved on campus is directly correlated to higher persistence and graduation rates.

**Strategic Initiative 5: Development of member groups.**

**Action Step 1:** Organize at least six allocation meetings to meet with RSOs during the academic year and discuss potential collaborations.
**Status:** Achieved
**Comments:**
- The Chair for Membership Development (CMD) planned three meetings per semester during the 2012-2013. This practice will be continued this year as well. These meetings are hosted for RSOs only because there are CEO events that require the participation of student organizations such as International Marketplace. By meeting separately with RSOs, CEO is able to foster a better relationship by being able to meet some of the organizations' officers and facilitate better communication by clarifying any questions in person. CEO presents the following at the allocation meetings:
  - Powerpoint: CEO's mission, equipment rental rules, member organization point system, upcoming events
  - Question and Answer section

**Action Step 2:** Collaborate with at least fifteen student organizations and have them earn at least 300 points through active participation.
**Status:** Achieved
**Comments:**
- Rewards for active participation have worked well because there has been an increase from 20 interested RSOs to 30 that were registered with CEO, and many of these RSOs have participated in our large events such as International Marketplace and Carnaval of Cultures.
- This initiative will continually be developed to increase the number of registered student organizations to further CEO's collaborative efforts with organizations to promote cultural diversity on campus and strengthen the UH community.
- In FY13, a total of 16 organizations have collaborated with CEO by participating in either International Marketplace and/or International Explosion. They consist of the following:
  - PAIR (Partnership for the Advancement and Immersion of Refugees), Hallyu Wave Club, CALCO (Chinese/American Language & Culture Organization), Vietnamese Student Association, alpha Kappa Delta Phi, Mu Delta Pre-Health Association, NAACP – UH, Sigma Lambda Gamma,

> Hindu Students Association, Pratham @ UH, Caribbean Students Organization, Wushu Kung Fu, Theta Nu Xi, Persian Society, and Roarin' Raas.

**Action Step 3:** Reward groups for collaborating with other RSOs.
**Status:** Achieved and On-going
**Comments:**
- CEO offers 30 points to reward groups for collaborating.
- Organization prizes are presented to RSOs at CEO's annual banquet which recognizes the top three most active organizations.

**Action Step 4:** Compile a list of organizations' contact information to serve as a resource for the University of Houston community.
**Status:** Achieved and On-going
**Comments:**
- Through the registration process with CEO, it automatically creates a compiled list of organizations' contact information for the organization to use.
- CEO was contacted to utilize this resource to contact student organizations for their interest in performing for incoming students during their orientation. Some of the organizations that participated in this opportunity include Roarin' Raas, Sigma Phi Omega, Alpha Kappa Delta Phi, and Alpha Phi Alpha.

**Action Step 5:** Provide equipment rentals for member groups.
**Status:** Achieved and On-going
**Comments:**
- Around 18 member groups in FY13 sought use of CEO's popcorn machine, snow cone machine, and quad box to program more student involved events on campus.
- CEO does not charge the member groups for equipment rentals and depending on the machine, most of the supplies do come with each rental. For example, a rental of the popcorn machine also includes the popcorn bags, popcorn kernel, and butter.

**Action Step 6:** Redesign the organization point systems to incentivize participation.
**Status:** Achieved
**Comments:**
- New point categories include attending general meetings, allocation meetings, volunteering with CEO, and collaborating with CEO. Collaboration and volunteering is now strongly encouraged with CEO because these categories receive the highest amount of points (30 points).

**DSAES Strategic Initiative:** This relates to the DSAES's third initiative. The involvement of RSOs with CEO adds dimensions to the global learning community because these student organizations have connections and resources to showcase their home cultures and provide firsthand knowledge and experiences. By collaborating, CEO
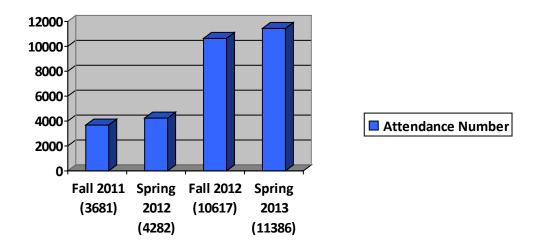
is able to help RSOs reach out to the UH community to expose students to other organizations on campus and to learn about their purpose.

**UH Strategic Goals:** CEO's role in the development of RSO Member Organizations supports student success because collaborations provide advice and guidance to ensure event success. Thus, RSO officers obtain more knowledge in event planning and are also able to give back to the students by enriching campus life with their events. CEO's support of Member Organizations will create a greater variety of student involvement. Through collaborations, CEO is focused on creating new opportunities for student success by developing a vibrant student life. By working with RSOs, CEO is able to enhance multicultural-based collaborative programs outside the Division. In the end, development of Member Organizations expands the global education community on campus as well as provides these RSOs with additional support.

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

To evaluate the Council of Ethnic Organizations' success in achieving our objectives, we measure attendance at our events. Attendance represents the popularity of CEO events, which speaks to the level of brand awareness on campus. In general, students that have attended events have indicated that they participated because they wanted to learn more about diversity in a fun interactive manner. CEO has collected the following attendance data through physical head counts and by completing sign-ins for all events.



As indicated in this bar graph, attendance number has tripled from FY12 to FY13.

As you will see in the two tables below, it is a comparison of the events that CEO had programmed for Fall 2011 (FY12) and Fall 2012 (FY13). The comparison demonstrates a significant increase in attendance and more variety in programming such as planning an interactive dance lesson in Salsa Magic, collaborating with Lambda Theta Phi in Hispanic Heritage Celebration, and hosting the first NOH8 photo shoot in Houston.

A similar comparison is going to be presented with the following two tables as well. However, it will represent attendance numbers in Spring 2012 and Spring 2013 to showcase the significant increase of attendance at CEO's events for the past two semesters.

| Fall 2011 Events | Attendance |
|---|---|
| Cat's Back | 150 |
| Outdoor Movie Festival | 240 |
| Get to Know CEO Week | 550 |
| Allocations Meeting | 10 |
| CEO General Meeting | 10 |
| Food from Honduras | 15 |
| 2nd GM Meeting | 40 |
| Food from Spain | 25 |
| 3rd GM Meeting | 43 |
| 2nd Allocations Meeting | 11 |
| Divas of Diversity | 74 |
| Filipino Heritage Day | 320 |
| 4th GM Meeting | 30 |
| 5th GM Meeting | 28 |
| Food from Japan | 50 |
| International Explosion | 531 |
| Movie: Mooz-lum | 147 |
| International Marketplace | 1000 |
| 6th GM Meeting | 47 |
| Asia Project | 80 |
| Food from Italy | 32 |
| Winter Wonderland | 200 |
| **Total** | **3,633** |

| Fall 2012 Events | Attendance |
|---|---|
| Cat's Back | 300 |
| 1st GM 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 GM Meeting | 50 |
| Salsa Magic | 105 |
| Outdoor Movie Festival | 191 |
| 2nd Allocations Meeting | 11 |
| Divas of Diversity | 104 |
| 3rd GM Meeting | 53 |
| NOH8 | 450 |
| International Explosion | 705 |
| Pumpkin a la Carte | 33 |
| Asia Project | 159 |
| International Marketplace | 6982 |
| Winter Wonderland | 432 |
| **Total** | **10,617** |

| Spring 2012 Events | Attendance |
|---|---|
| Lunar New Year | 315 |
| International Soups Cooking Lesson | 20 |
| Cometry | 58 |
| ZuZu: African Acrobats | 105 |
| Carnaval | 3000 |
| Frontier Fiesta: Diversity Night | 525 |
| SVN Outdoor Movie Festival | 88 |
| Bobby Lafebre w/ Carlos Robson | 33 |
| Hip-Hop Eveent | 96 |
| Year End Banquet | 42 |
| **Total** | **4,282** |

| Spring 2013 Events | Attendance |
|---|---|
| Cat's Back | 186 |
| CEO General Meeting | 58 |
| CEO Social | 51 |
| CEO General Meeting | 35 |
| Lunar New Year | 227 |
| CALCO Event | 63 |
| CEO General Meeting | 38 |
| Shanelle Gabriel | 55 |
| VSA's VEX Event | 384 |
| Outdoor Movie Festival | 213 |
| CEO General Meeting | 32 |
| Carnaval | 8058 |
| CEO General Meeting | 30 |
| Frontier Fiesta: Xperimento | 900 |
| CEO General Meeting | 30 |
| Arabian Nights | 330 |
| Mosab Hassan Yousef | 55 |
| Holi | 518 |
| CEO Banquet | 110 |
| **Total** | **11,373** |

**Question 5**

*Please discuss any budget or organizational changes experienced since your last (FY2014) 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 FY2013 with a Fund 3 addition to Fund Equity, please describe the conditions which caused the addition.*

There were no differences between amount of SFAC request and actual SFAC allocation for FY 2013.

**One Time Allocation – FY13**
CEO was given a FY13 one time allocation of $23,000. Based on recommendations from SFAC these funds were allocated to marketing in order to reach more students and increase student attendance at CEO events. Marketing items purchased using these funds include CEO flags and table covers to help brand the organization. In addition, CEO purchased several promotional items to entice students to CEO events, including clipboards, lunch bags, and umbrellas. The marketing items have been given out at all CEO events and collaborative events with other organizations and departments such as the Center for Student Involvement. The items have been distributed based on attendance and after answering questions about CEO. For example, board members would pose questions like, "Do you know what CEO does at UH?" and "How did you hear about this event today?" After distributing promotional items, there was an increase in attendance (please see attendance charts above for reference) directly attributed to these marketing items, based on verbal feedback to CEO board members.

**Fund Equity**
During FY13, CEO had a -$8,484.00 fund equity balance due to unanticipated expenses. For CEO vendors contracted during the summer for Fall 2013, it was requested that these vendors be paid in September so funds would be withdrawn from CEO's FY14 budget. However, these vendors ended up being paid in August from the FY13 budget, prior to their performance dates. Additionally, CEO had unexpected overages in telephone and printing charges. CEO had several pieces of equipment that needed to be replaced as well which increased anticipated equipment maintenance costs. CEO has taken steps to prevent similar overages during FY14. CEO will no longer submit expenditure requests close to the end of the fiscal year to avoid confusion regarding payment. CEO will also be reassessing their telephone, printing, and equipment needs.

**Staffing**

*Cultural Programming Director – Education Programs*

CEO requested to make a change to our organization chart by eliminating the Office Assistant (OA) position and replacing it with a Cultural Programming Director - Education Programs (CPD-EP) position. This is a cost-effective organizational change because the organization is saving $1,070.26 per fiscal year by transforming the position from bi weekly to a stipend student leader. Currently, the OA earns $620/month while the new CPD-EP will earn $466.34/month resulting in a savings of $153.66 per month. The creation of the CPD-EP position will increase efficiency and effectiveness by providing more attention focused on CEO events given two programming directors. This will help CEO develop more wide-reaching programs to foster more inclusion within the increasingly diverse student body. The CPD-EP will support DSAES's third strategic initiative to "foster a global learning community that actualizes and embraces inclusion while preparing students to become active citizens," because of the educational content of each CEO event. This new position will support UH's second strategic goal by creating a "student profile consistent with a nationally competitive public research university by creating an environment in which student success can be ensured." The CPD-EP will help CEO improve its quality in programming by providing more individual attention to each CEO event. For example, specific types of events such as culture lessons are allocated to the CPD-EP while larger-scale signature CEO events can garner more attention from the current CPD position. This will allow CEO to create more appealing events and further engage students in student life on campus.

*Term Extensions*

CEO will be extending the terms for the Marketing Director (MD), Cultural Programming Director (CPD), and Chair for Membership Development (CMD) from ten months to eleven months. The change will allow the CMD to begin planning for student orientations that occur in the summer to increase member and organization recruitment. The earlier start date for the CMD will also encourage early development of strategic partnerships with other RSOs for future collaborative events. These changes will support the DSAES's sixth strategic initiative to "create and engage in strategic partnerships." For the MD, he or she will be able to begin creating design requests for CEO events, ordering promotional items for the school year, and establishing an online presence for CEO's marketing. Being able to plan earlier for marketing will enable the MD to expand CEO's presence on campus. Increasing the awareness of CEO and our logo, we will be able to increase group cohesion perpetuating a vision of acceptance of diversity and support the DSAES's fifth strategic initiative of cultivating "a collective identity that demonstrates a united vision." For the CPD, this individual will be able to spend more time developing summer and weekend programming to support UH's increasing numbers of resident students. Through the higher amount of culturally diverse programs, CEO will be able to support the DSAES's first strategic initiative to "create new opportunities for student success through learning, engagement and discovery."

**Question 6:**

*Please list your 2014-2015 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs Strategic Initiatives and University of Houston Strategic Goals to which they relate. 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.) that you intend to implement to accomplish your stated initiative.*

**Strategic Initiative 1: Create more thought-provoking, educational events**

**Action Step A:** Utilize Academic Departments, such as the Center for Asian American Studies or Mexican American Studies, as on campus resources to provide more educational components to existing CEO events.

**Action Step B:** Collaborate with different DSAES Departments, such as the Women's Resource Center or LGBT Resource Center, to put on at least one event.

**Action Step C:** Elicit help from individual members to assist in developing programs that incorporate student opinions.

**Action Step D:** Create low-cost, in-house programming options that are impactful and encourage collaboration among many groups.

**DSAES Strategic Initiative:** This CEO initiative relates to DSAES strategic initiative three. Utilizing on campus resources such as departments and RSOs bring the UH community together to further foster a global learning community because it encourages collaboration and also allow students to learn from one another.

**UH Strategic Goals:** The goal to create more thought-provoking events contributes to student success because these programs may propose controversial topics for students to discuss and learn to face. The goal in mind while planning these programs is to help demystify any stereotypes and teach students about having a holistic perspective on many topics rather than remaining on one perspective. Consequently, students are going to have these experiences that will prepare them for the diversity within the global workforce.

**Strategic Initiative 2: Cultivate more brand awareness for CEO on campus**

**Action Step A:** Participate in at least two move-in events, such as Cougar Move-In, RHA Game Night, or Party at the Park, to promote CEO to new students.

**Action Step B:** Connect with at least four applicable Academic Departments, such as Modern and Classical Languages, or Hispanic Studies, to expand CEO's presence on campus and find potential programming collaborators.

**Action Step C:** Turn a CEO signature event into a Cougar Trading Card.

**Action Step D:** Conduct at minimum of two marketing workshops per semester to teach general members about communicating CEO's mission to the student body.

**DSAES Strategic Initiative:** This CEO initiative relates to DSAES strategic initiative three. CEO's signature events create a global learning community because these programs do not relate to a specific interest or group. It encourages discovery and the ability to try something

new. Part of the purpose in learning is to discover and to venture away from what we are used to.

**UH Strategic Goals:** The signature events contribute to student success because by becoming one of the University's traditions, it is going to be a program that students look forward to. Therefore, it enriches student life with the excitement that students will have and brings energy and vibrancy to UH.

**Strategic Initiative 3: Create opportunities for general members to be more involved with CEO**

**Action Step A:** Appoint one member from each committee (marketing, membership, and programming) to a vice chair to provide them with a leadership opportunity.

**Action Step B:** Prepare a set number of volunteers needed for each event and announce these needs in advance to members.

**Action Step C:** Allow membership committee members to plan a CEO event with the guidance of the CEO board in the spring semester.

**Action Step D:** Include member's ideas into the creation of the agenda for CEO's socials and general meetings.

**DSAES Strategic Initiatives:** This CEO initiative relates to DSAES strategic initiative three. By offering more opportunities for CEO's members to stay involved, we are building a community within CEO for members to know each other and meet people from all over the world due to the University's diverse student body. This is a smaller sample of the global learning community where students are able to learn more about the three different aspects in events planning.

**UH Strategic Goals:** The opportunities contribute to student success because general members can utilize their free time productively and are even able to incorporate their academic knowledge into event planning.

**Strategic Initiative 4: Plan more weekend programming as part of the students' weekend activities**

**Action Step A:** Plan at least one trip per semester to one of Houston's museums (Museum of Fine Arts Houston, Museum of Natural Science and History, etc.), festivals (Italian Festival, Korean Festival, etc.), or other off campus events that coincide with CEO's mission.

**Action Step B:** Program at least two movie nights per semester featuring foreign movies for cultural enrichment in international cinema such as Bollywood, French Cinema, Latin America, etc.

**Action Step C:** Provide at least three interactive activities per semester to help students relax on the weekend through events such as dance lessons or cultural arts and crafts.

**DSAES Strategic Initiatives:** This CEO initiative relates to DSAES strategic initiative three. Students continue to learn in a fun way through CEO's programming which will continue to foster the global learning community. Also, the off campus trips will connect students to the Houston community through the showcasing of this city's diverse cultures.

**UH Strategic Goals:** Weekend programming adds to student success because a student's health is crucial to their academic performance. Therefore, the opportunity to relax during the weekend will stimulate the students' brain but still engage them with the educational components at each CEO event.

**Strategic Initiative 5: Begin the groundwork in creating a CEO Alumni Network of Board Members**

**Action Step A:** Ask graduating board members to provide their email addresses for archival purposes.

**Action Step B:** Research former board members.

**Action Step C:** Invite former board members to speak at CEO general meetings at least once per academic year.

**Action Step D:** Host at least one "Meet and Greet" event per academic year for members and alumni board members.

**DSAES Strategic Initiative**: This CEO initiative relates to DSAES strategic initiative three. An alumni network of board members supports the global learning community at UH because it will exemplify the bond of the CEO community even with members who graduated from the institution. Their appearances at events and meetings will help members learn more about how being involved have contributed to their personal and professional development.

**UH Strategic Goals:** Being able to meet board members who have graduated after their involvement with CEO and possibly other student organizations contribute to the idea of student success. General members will be encouraged to remain involved once they meet UH alumni and hear about their accomplishments when they were students at the University.

**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.)? 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 Council of Ethnic Organizations is a fee-funded organization with funding solely arising from student fees. As a fee-funded organization, we will be meeting with the DSAES's Director of Advancement this year to explore potential ways for CEO to identify other possible sources of funding.

**Question 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.*

The Council of Ethnic Organizations does not overlap between any other units.