

1.

The main mission of the “Spirit of Houston” University Bands, Cheer and Cougar Dolls is to provide U of H students with the opportunity to participate in instrumental and spirit groups that represent the University of Houston with the highest degree of quality. The University Band Department consists of the following student ensembles and groups: "Spirit of Houston" Cougar Marching Band, Wind Ensemble, Symphonic Winds, Symphonic Band, University Band, Cougar Brass, Cougar Dolls, Cougar Color Guard, Cougar Percussion: Cougar Spirit Groups, Cheerleaders, Mascots and Cougar Keepers.

The University of Houston "Spirit of Houston" Cougar Marching Band, Cheer, and Dance is the ultimate example of students from varied backgrounds and majors coming together for the common goal of excellence and promotion of the university. This group instills a focus of commitment of service to the university that is among the highest of any group on our campus.

As we continue to meet the increasing demand for the “Spirit of Houston” to appear on and off campus, we consistently strive to generate more financial assistance for the members of the “Spirit of Houston.” In addition, we work to increase the operating budget that would fund travel, instrument purchase, instrument repair, music arrangements, marching drill, uniforms, recordings, summer camps and other program-related expenses. In this year’s request, we are seeking funding for travel and instrument purchases.

2.

University of Houston Band Department Organizational Chart

Dean, College of Liberal Arts and Social Sciences

Dr. John Roberts

Director of Band/Cheer/Dance

David Bertman

Associate Director of Band/Cheer/Dance (Interim)

Marc Martin

Associate Director Visiting Clinical Professor

Marion West

Instrumental Music Education/University Bands

Consultant

John Benzer

Professor of Percussion/Marching Percussion

Blake Wilkins

Department Administrator

Elizabeth Shepard

Program Coordinator

Carol Risinger

Instructional Team:

Eddie Green

Director Emeritus

Joe Dixon

Consultant

Jasmine Arnold

Spirit Coach

Khristal Harbert

Dance Coach

Amanda Carlos

Dance Coach

Jamey Kollar

Percussion/Band

Joseph Cataneo

Color Guard

Justin Hensely

DMA Grad Student

Scott Norman

MM Grad Student

Lynna Russell

MM Grad Student

Justin Langhan

MM Grad Student

Kristy Towner

Office Assistant 1

Rhonda Pitts

Alumni Volunteer

3.

2013 – 2014 “Spirit of Houston” Strategic Initiatives

- A. Increase/maintain membership
- B. Increase financial support
- C. Improve visibility and community outreach
- D. Replace instruments
- E. New positions in “Spirit of Houston”

A and B - The “Spirit of Houston” University Bands, engages our student body in many ways. When applying the Strategic Initiatives set forth by the Division of Student Affairs and Enrollment Services, one will find that this unit clearly supports each stated objective.

First and foremost we recruit the best and most talented musicians from all over the country. These outstanding students have in the past had a cumulative grade point exceeding a 3.2, SAT scores averaging above 1100, (without the writing portion) and the average GPA has been compared to the Honors College. We are presently updating this data and will utilize our findings in the near future. In addition to directors recruiting students, we also host a highly successful summer band camp for over 300 middle and high school students. This camp has served as a major recruiting venue for the Moores School and the University of Houston in majors outside of music. We also host a yearly Band Invitational Festival that showcases many bands at the middle school and high school level from across the state of Texas. These school band programs are allowed to record their performances in the Moores Opera House, which is a major recruiting point for potential students as it allows these students to experience what it’s like to perform in our facilities. Additionally, both the cheer and dance teams provide clinics throughout the summer that also assist in recruiting. However, our best recruiting is done by the current students themselves and by our many appearances throughout the Houston area. We are always looking for more state, national, and international opportunities. Last year, approximately 275 students served the University of Houston and the greater community in the Cougar Marching Band. This year we have increased our marching band membership to over 300 students and the total “Spirit of Houston” to over 375.

C - While the “Spirit of Houston” has always maintained a high standard of visibility, per SFAC request, we increased our efforts to highlight our presence both on campus and around Houston. This past year, we gave a tremendous number of Band, Cheer and Dance appearances on and off campus. In some instances, we are engaging in two or more appearances at the same time. Please refer to the attached document (addendum A) for a list of appearances by the “Spirit of Houston” in the past calendar year including upcoming appearances.

D - Last year, generous funding from SFAC provided the “Spirit of Houston” with 12 new trumpets, 14 new saxophones, 8 new baritones and 10 new trombones. These instruments have arrived and are now being issued out and utilized by the “Spirit of Houston” membership. As we predicted, we have seen an increase in the number of students seeking membership in our program that either own a poor quality instrument or do not own an instrument at all. It is our goal to provide every member of the program with a durable, serviceable, quality instrument.

Providing matched instruments for the athletic bands is a practice common at many large programs around the country such as Texas Tech, The University of Michigan, and Ohio State University. In addition to providing a completely uniform visual appearance by having matched instruments, we also benefit from a huge increase in the quality of sound and the range of volume and variety of musical tone that can be expressed by our students and program.

In terms of quantity of students served, we want the brass and woodwind membership to grow to 270, with the total marching band at 330 (including percussion and color guard). As the band continues to increase in size (through visibility on and off campus and also through a dedicated recruiting effort), we will need to acquire more instruments. Providing students with instruments is in itself a huge recruiting point. We are asking for continued financial support to reach our goal. Please keep in mind that the Marching Band, the Volleyball Bands, and the Cougar Brass Basketball Bands will utilize these horns as well since membership is shared across these highly visible ensembles. Members of the Athletic Bands that continue to play in the non-major concert band in the spring would also utilize these horns. This non-major concert band is vital to the continued quality and growth of the marching band. The non-major concert band serves as “spring training” for these student musicians that participate in athletic bands. Last spring, the concert band membership was higher than ever at 60+ students. Almost every student who didn’t graduate returned to perform in the marching band this fall. Our instrumentation goal is noted below in the first column of this 6-year plan. Along with that, the chart details a breakdown of the proper number of instruments for each section.

Membership Goals:	13 – 14 Request	14 – 15 Request	15 – 16 Request	16 – 17 Request	17 – 18 Request	18 – 19 Request
30 Flutes		10	5	5	5	5
40 Clarinets		10	5	5	8	12
30 Saxophones	14		5		5	5
50 Trumpets	12	6	8	8	8	8
24 Mellophones				8	8	8
22 Baritones	8		7			7
50 Trombones	10	8	8	8	8	8
24 Tubas		6	6	6	6	

Marching Band instruments

- Flutes (10) - \$10,000.00
- Clarinets (10) – \$5,000.00
- Trumpets with case – (6) - \$11,000
- Trombones with case (8) - \$18,000
- Sousaphones with case (6) - \$40,000

The chart above demonstrates priority based on need and an effort to balance funding across the 6-year plan as evenly as possible.

E - Regarding the initiative for the new positions, SFAC increased our base budget by \$75,000. We are presently working through the hiring process to hire a full-time cheer coach and also an additional director to assist in the overall running of the "Spirit of Houston." We have interim personnel in these two positions and will finish the formal hiring process before the end of the 2014-2015 school year.

Student success through learning, engagement, and discovery are achieved with every performance. Every new marching show, dance production, and cheer routine create a new experience at every practice and performance. The performance aspects pulls the non-major and major together. Dance and cheer both exhibit crossover in the study of dance and kinesiology, as an example of performance based academic learning.

The combined performance with the Grambling State Marching Band and Dance Team provided a rare opportunity to publicly combine two distinct visual and musical performance styles and collaborate on a larger scale. The addition of Mitchell Center Artist Daniel Bernard Roumain to the UH-Grambling performance brought another level of musical communication with the audience. This was not only an entertaining and artistic success but also gave insight to our students as they had time to meet, discuss, and interact with the Grambling Band performers. This opened the door for a meaningful exchange of global musical ideas and in turn set up a great performance.

Dance Houston, a local professional dance company was contracted to come to rehearsals to teach everyone stylistic dance moves that represent our cultural diversity. We continue to utilize the Dance Houston faculty as explore new ideas for marching, playing and performance.

We play and march to music that is not only culturally diverse but also covers the styles and musical periods ranging from the classical Steinway Piano show featuring Gershwin to the 1980's with the retro-rock style of Journey's "Don't Stop Believing."

We collaborate with nearly every college on campus in recruiting by providing all students with the opportunity to continue their passion of music. When you look at the entire "Spirit of Houston" and University Bands, you see a miniature University of Houston, with all the richness in diversity UH presents, The "Spirit of Houston" remains a visible symbol. We are fully immersed in fostering a global community not only with the "Spirit of Houston" but our recent focus with our concert bands has been in association with the World Association of Symphonic Bands and Ensembles. The Wind Ensemble has been selected to perform at the convention for this prestigious organization in the summer of 2015. Our Cheer and Dance teams further the efforts of our vision by attending many events not related to athletics and have become another excellent source of community outreach.

The entire "Spirit of Houston" through our practice and performance process develops an identity that is associated with service and leadership. The common term used by our students is "Family." This is a perfect example of a collective identity demonstrating a united vision. The students in all our programs represent over 50 different majors from across campus.

Every year our main objectives are to increase and maintain the membership of the "Spirit of Houston" Cougar Marching Band, Cheer, and Dance, raise the level of financial assistance, and increase the operational budget. We continue to show success in our growth. As a result, however, our operational and grant accounts are always stretched.

4.

For the past fifteen years, the University Band/Cheer/Dance area has seen tremendous growth. We have implemented many new ways to recruit and maintain the membership of the “Spirit of Houston.” We are working with the admissions office and honors college to increase the opportunity for enrolling the students that were members of bands in high school. The exponential growth of our program indicates that a tremendous need for spirit and tradition is a priority of the university community and its alumni. As our campus continues to be a place of choice and residence, our opportunities and mission also become more apparent. We are now more visible to our students as more students are starting to enjoy the traditional college experience. We will continue to redesign our program to fit the needs of our institutional growth.

We are in a perpetual state of evaluation as we continue to experiment with new and refreshed ideas. The desire for this university to have a marching band, cheer, and dance that is a true reflection of the pride in the University of Houston is evident by the recent support given by the administration, faculty and students. We have received numerous letters, e-mails and words of praise. The current members are supportive by their actions and continued commitment towards excellence. The cooperation from the students and the faculty are our best indicators of the success of the energy surrounding the band program.

Even though marching season officially ends in December in conjunction with the end of football season, the "Spirit of Houston" Cougar Marching Band, Cheer, and Dance participates in events such as: Houston Rodeo Parade, Houston Martin Luther King Jr. Day Parade, the City of Houston Veteran's Day Parade, as well as numerous University of Houston special events, athletic events and special occasions here on campus and throughout the community. For a complete list please refer to our addendum. In addition, the Cougar Brass supports the endeavors of the University of Houston basketball teams and other spring sports. It is evident from the breadth of the participation that the "Spirit of Houston" is a vital resource to the university community.

A snapshot picture is provided below for the "Spirit of Houston" Cougar Marching Band, the University Wind Ensemble, Symphonic Winds, Symphonic Band, University Band, Cougar Brass, Cougar Dancers (Cougar Dolls), Cougar Color Guard, Cougar Percussion, and Cougar Cheer Teams:

"Spirit of Houston" Cougar Marching Band	300
Cougar Brass	60
Wind Ensemble I	55
Symphonic Winds	61
Symphonic Band	60
University Band	60
Cougar Dolls	20
Cougar Color Guard	18
Cougar Percussion	30
Twirlers	2
Cougar Cheer Teams	60
Total	726 total students in activities

5.

SFAC gave us a one-time allotment of 42K for travel to Reliant Stadium, one time funding of 75K for travel, which is being used this year to assist in travel to athletic events and other important promotional events that would gain state, national and international attention. SFAC also funded the purchase of new instruments and a professional sounds system. Please see the attached addendum.

SFAC increased our base budget by 75K. We are presently working through the hiring process to hire a full-time cheer coach and also an addition director to assist in the overall running of the "Spirit of Houston." We have hired interim people in these 2 positions and will finish the process before the end of 2014.

Questions regarding the fund balance from 2014 can be explained during our presentation. In short, the instrument purchasing process and the infrastructure used to test and evaluate instruments required ordering the instruments at date after the 2014 requisition deadline.

6.

General Operation

It is crucial that our operational budget meet the needs of the students and the program. Below are the major items used in the general operating budget. Because of the time commitment from the students, the band must assist them with meals during many events. We also have many outreach campaigns that are a part of the general operating expenses. In addition to this, we have coaches' salaries and rental facilities.

Band Grants (financial assistance program)

Recruitment and maintaining the membership of the band program in the primary objective. We are securing funding in all ways possible.

Instrumental Purchase (General Operations)

The University of Houston instrument inventory is in need of a complete overhaul. We have worked with several instrument companies on a purchase program.

Travel (General Operations)

The band must travel more for state, national and international exposure we are working with travel agents and the university to begin a cost effective approach.

Music arrangements, compositions, marching drill (General Operations)

The University of Houston Band should have all customized music and drill. This would allow for greater creativity and also develop an exclusive trademark of style and sound. We are currently using several arrangers and drill writers.

Recording (General Operations)

The University of Houston Band should have the resources to make high quality recordings, not only for U of H fans, but also to initiate a standard of excellence in all areas of band sound. We are working to create a scheduled recording session.

Summer Camps (General Operations)

The band department should host camps for high school and middle school students. This would be a direct connection to future students. We are currently planning an invitational high school band camp in June and a middle school band camp in July.

7.

Project for Band Grant Assistance and Operations. The Drum Major Scholarship fund is under way. This will be a named endowed scholarship.

Two endowment campaigns have begun in the names of Dr. William Moffit and Mr. Eddie Green.

We are working closely with the University of Houston Alumni Organization to enhance our opportunity to raise the needed funding for a progressive band, cheer and dance program.

We have submitted a request to the SFAC committee for assistance in the budget area of operations and financial assistance. We feel the best way for the student service fees to be used would be direct student benefit in the band, cheer, and dance program.

There is a strong and enthusiastic commitment to raise money for our students here at the University of Houston. All areas are under constant re-evaluation. We are always trying to create new avenues for possible giving in both the private sector and here on campus.

8.

The funding for the "Spirit of Houston" is a unique area. There are aspects that create crossover. First and foremost the band functions on two different levels: it is an extracurricular activity comprised for university needs and athletic events; it also is a large ensemble provided for instruction to the music education major. Both areas are equal in importance.