

*Council of
Ethnic Organizations*

SFAC Questionnaire FY16



Presented by

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Question 1:

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

Mission

CEO's mission is to enrich student life and promote cultural diversity through inclusive and educational events at the University of Houston.

Means of Accomplishment

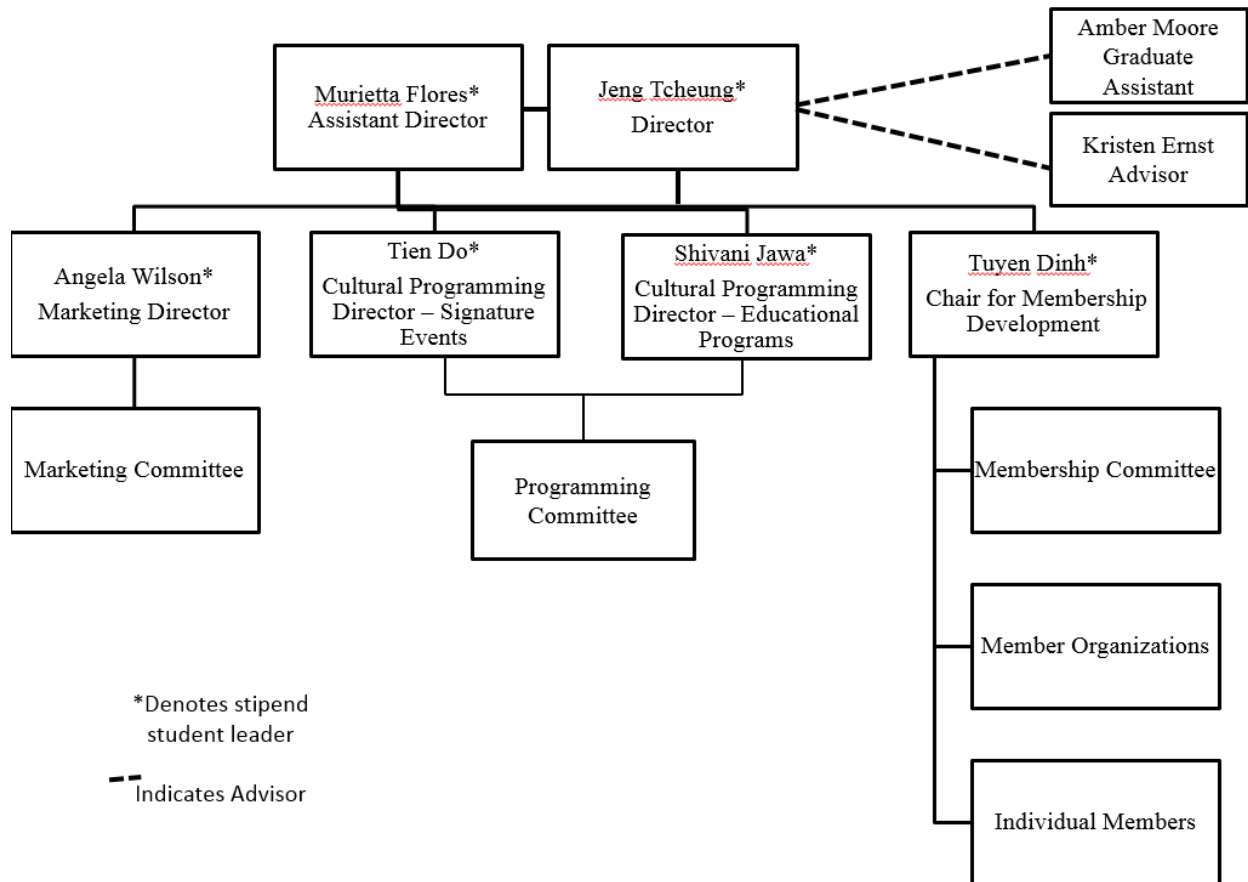
CEO strives to ensure the forward momentum of constructive, cultural/diversity programming at the University of Houston. CEO hopes to accomplish these ends by providing programs that are both entertaining and educational to students, and through the establishment of a more comprehensive membership base. CEO's programs touch on subjects that may be difficult to bring up in other environments. CEO works to create an inclusive and social environment for students at the University of Houston. To ensure that CEO is providing all of these elements, students are asked at the end of each event to answer a short survey that focuses on their individual satisfaction, where CEO could improve, and a suggestions section of what else they would like to see on campus.

Justification

As the second most diverse university in the nation, an organization such as CEO is vital to the community on campus. Being so diverse is a great accomplishment for the university and it is important to have an organization such as the Council of Ethnic Organizations to help foster and celebrate that diversity. With the presence that CEO holds on campus, it helps provide insight to students about the different diversities and cultures on campus. Additionally, by being an umbrella organization to the other cultural organizations on campus we are seen as a resource to help others grow both socially and professionally.

Question 2:

Provide an organization chart of your unit. Large units may need to have an overview chart and then more specific charts for each program. Where you have multiple staff in the same position (e.g. counselor, advisor, etc.), note this on your chart. Student employees should be cited on the chart and identified as students.



Question 3:

List your unit's strategic initiatives and action steps identified for the 2013-2014 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/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: Increase membership involvement within the organization**
 - **Action Step 1: Develop incentive that members would like the opportunity to work towards receiving membership points**
 - **Status:** Achieved and Ongoing
 - By informing members of the point system that we have created, they are given incentives to become more involved with the organization. When a member hits a certain level within the point system, he or she is then rewarded with an exclusive promo item.
 - **Action Step 2: Create a more stable committee system**
 - **Status:** Achieved and Ongoing
 - CEO created a Marketing Committee, Programming Committee, and a Membership Committee last year to help train members.
 - Through the efforts of the Chair for Membership Development, CEO has laid out a formal plan of how the committees this upcoming year will be structured. This format will be implemented in the upcoming year and analyzed during the winter break for any changes that need to be made to make the committee system more effective and efficient.
 - **Action Step 3: Market to students what our organization is about and how they can benefit from being involved with us**
 - **Status:** Achieved and Ongoing
 - CEO increased the amount of promotional items they distributed last year, in order to better advertise CEO as a whole, and encourage students to attend CEO events. Such promotional material included lunch bags, clipboards, salad shakers, and pens.
 - By posting print advertising in residence halls such as Moody Towers and Cougar Village I and II, CEO is more visible to residential students, a population that has been consistently increasing. By utilizing a-frames and yard signs along the walkways of major traffic areas such as Butler Plaza and Lynn Eusan Park, CEO draws the attention of commuter students on their way to and from class.
- **Strategic Initiative 2: Broaden range of events for organization**
 - **Action Step 1: Receive students opinions on what they would like to see on campus**
 - **Status:** Achieved and Ongoing
 - By utilizing the surveys created last summer, CEO has gained information on what the students who attend our events would like to see. CEO also takes into account members' ideas when they sign up on the CEO website. CEO programmed their first trip off campus this past year based on the desire of members. CEO has also programmed more often on weekends to accommodate the busy class schedule of students, and to appeal to the increased residential population on campus. CEO has explored many different aspects of diversity that are prevalent at the University more so than we have in the past. Examples of these programs include Rising Phoenix, a speaker on domestic violence and collaborations with Adaptive Athletics, Pratham@UH, and Gamma Rho Lambda.
 - **Action Step 2: Determine when and how often students would like to go to events**
 - **Status:** Achieved and Ongoing
 - By reviewing surveys, CEO has learned that the best time to host events is in the evening during the middle of the week. CEO has planned on hosting events between Tuesday and Thursday after 4 PM. CEO hopes that this gives the best chance of increased attendance.

- **Strategic Initiative 3:** Develop stable communication with other organizations affiliated with CEO
 - **Action Step 1:** Talk to organizations to determine which means of communication will be most effective.
 - **Status:** Achieved and Ongoing
 - CEO has asked the organizations to inform us of the best way to stay in contact with them throughout the year. Allocation meetings have kept CEO in contact with affiliated registered student organizations. By following organizations and asking them to follow us on social media, contact and event updates are also much easier to maintain.
 - **Action Step 2:** Talk to organizations about what we have to offer as an organization
 - **Status:** Achieved and Ongoing
 - An online form allows other organizations to learn about the services and equipment rentals that CEO offers. Instead of allowing organizations to request sponsorships CEO has decided to only participate in collaborations. CEO has decided to move away from a sponsorship model to more actively engage with other diversity related registered student organizations on campus.
- **Strategic Initiative 4: Develop relationship with other academic departments on campus.**
 - **Action Step 1:** Explore the different events that departments have on campus
 - **Status:** Achieved and Ongoing
 - CEO has collaborated with the LGBT center, Adaptive Athletics, and other academic departments in the past year to try and expand our current programming. Getting in touch with these other departments also allows us to gain knowledge on how to improve and bring light to pressing issues.

Question 4:

Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned strategic initiatives and/ or action steps and their importance as compared to others that you might pursue. Where data exist, discuss the number of persons served by each of your programs and any assessment measures and/or learning outcomes used to evaluate program success. Please provide the method for collecting these data.

To evaluate the Council of Ethnic Organizations’ progress towards fulfilling goals, we record and analyze the attendance at each event. Attendance also helps us understand the popularity of Council of Ethnic Organizations events, and the percentage of students that have a desire for cultural awareness programming. To analyze success of each events CEO looks at two factors, the first factor is attendance and the second is based on satisfaction through end of event surveys that we ask each student to fill out as they leave. 95% of students surveyed were either highly satisfied or satisfied with International Marketplace, one of CEO’s signature events. 100% or respondents said that they would recommend this event to a friend, and 93% of students polled said that they learned about other cultures through the event. An example of an event survey is displayed below as well.

Event Questionnaire

* Required

Please rate your overall satisfaction with this event *

1 2 3 4 5
 Very Dissatisfied ○ ○ ○ ○ Very Satisfied

Please rate your interest in this topic prior to this event *

1 2 3 4 5
 Not Interested ○ ○ ○ ○ Very Interested

How did you hear about this event? *

- Facebook
- Twitter
- Instagram
- Get Involved
- Flyer on campus
- Friend
- Word of Mouth
- CEO Board member
- Handbills
- Newsletter

Why did you attend this event? *

- Meet New People
- Learn about new cultures
- Free Food and Drinks
- Study Break
- Just Passing by
- Representing and organization
- Volunteering
- Attending with a friend

Would you recommend this event to your friends *

- Yes
- No

Did you learn about the specified culture through this event *

- Yes
- No

How could this event have been improved

What did you like most about this event?

Submit

Never submit passwords through Google Forms.

The following tables show the events from 2012-2013 and 2013-2014. In the Fall of 2012 the Council of Ethnic Organizations hosted 19 events with total attendance of 10,617 students and in the Fall of 2013 The Council of Ethnic Organizations hosted 33 events with a grand total of 16,906 students. This shows that with the extra events CEO gained attendance of 6,000 students. Our Signature events such as International Explosion and Holi have also increased in attendance from the past two years and will hopefully continue to grow with our goal of increased brand recognition and awareness on campus.

Fall 2012	Attendance	Spring 2013	Attendance
Cat's Back	300	Spring Cat's Back	186
1 st General Meeting	70	CEO General Meeting	58
CEO Kick Off Day	210	Social	51
1 st Allocation Meeting	15	CEO General Meeting	35
Food from Japan	110	Lunar New Year	227
Food From Mexico	80	CALCO Event	63
Hispanic Heritage Celebration	557	CEO General Meeting	38
2 nd General Meeting	50	<u>Shanelle Gabriel</u>	55
Salsa Magic	105	VSA's VEX Event	384
Outdoor Movie Festival	191	SVN Outdoor Movie Fest	213
2 nd Allocation Meeting	11	CEO General Meeting	32
Divas of Diversity	104	<u>Camaval</u> of Cultures	8058
3 rd General Meeting	53	CEO General Meeting	30
NOH8	450	Frontier Fiesta	900
International Explosion	705	General Meeting	30
Pumpkin a la Carte	33	Arabian Nights	330
Asia Project	159	<u>Mosab Hassan Yousef</u>	55
International Marketplace	6982	Holi	518
Winter Wonderland	432	CEO Banquet	110
Total:	10,617	Total:	11,373

Fall 2013	Attendance	Spring 2014	Attendance
Game night with RHA	150	Spring Cat's Back	661
Party at the Rec	405	General Meeting	42
SHRL <u>Camical</u>	50	<u>Michael Hingson</u>	65
Cat's Back	2866	UC Theater Grand Opening	147
UC Open House	364	The Grandmaster	88
General Meeting	62	General Meeting/ Chinese New Year Cooking Lesson	72
<u>Soka Kartel</u>	124	Lee Daniels' The Butler	98
Allocation Meeting	13	African Cooking Lesson	66
Sushi Lesson	130	Instructions Not Included	163
Mayhem Poets w/SPB	74	VSA VEX Event	308
General Meeting	38	General Meeting	20
Stand Up for Diversity w/SPB	91	UH Go Texan Day	572
CEO & <u>Pratham</u> @ UH Event	112	Swing Lesson	64
Allocation Meeting	13	General Meeting	30
SVN Outdoor Movie Fest	107	<u>Fronteir</u> Fiesta	1120
General Meeting	21	<u>Omid Singh</u>	88
Divas of Diversity	287	African Drum Lessons	46
General Meeting	44	PJ Party W/SPB	108
Allocation Meeting	18	<u>Murderball</u> Documentary	380
Katie <u>Wirsing</u>	83	General Meeting	28
CEO Social	20	<u>Carnaval</u> of Cultures	4026
Allocation Meeting	35	Holi	1638
General Meeting	25	Jesus Trejo	79
<u>Dia De Los Muertos</u>	218	CEO Banquet	100
CEO Museum Trip	20		
General Meeting	29		
Kyla Lacey (<u>Rising Pheonix</u>)	45		
International Marketplace	9160		
Bride & Prejudice	<u>159</u>		
International Explosion	1026		
<u>Kazual</u>	91		
General Meeting	26		
Winter Wonderland	1000		
Total	16,906	Total:	10,009

Question 5:

Please discuss any budget or organizational changes experienced since your last (FY2015) 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 FY2014 with a Fund 3 addition to Fund Equity, please describe the conditions which caused the addition.

CEO was approved an additional \$565.00 for our base funding and \$1,327 for a one time allocation. These extra funds were used to transition the Office Assistant to an Educational Programming Director (EPD) and increase the terms of three positions from 10- month to 11- month terms. This transition has helped provide higher quality programming offered by CEO. This change allowed the board to attend all NSO Cougar Carnivals to help bring greater awareness to incoming freshmen about CEO. It helped create relationships with the RSOs earlier, providing stronger bonds that have led to higher attendance at events and meetings and increase the number of collaborative events CEO hosts per year. General meetings were planned earlier which allowed room reservation requests to be submitted earlier. The extra month allowed early contact with Creation Station to begin creating designs for a new table top display, handbills and t-shirts. It also created an early presence on social media by updating all outlets frequently to ensure our presence with students. As a whole, the extra month allowed the board to work with minimal stress creating a better dynamic between the board members that would lead to more successful events due to the harmony of the board.

CEO ended FY14 with a Fund Equity of \$12,275. The FY14 Fund Equity from the Council of Ethnic Organizations (CEO) was not utilized for several reasons. First, CEO events ended up costing less than anticipated. Such events included Holi (Anticipated \$6,000; Actual \$4,750), Carnival of Cultures (Anticipated \$18,000; Actual \$16,850), and CEO's annual retreat (Anticipated \$3,000; Actual \$500). The CEO students also did not complete their novelty contract for Cat's Back in time to be paid out in FY14. The p-card for CEO's advisor was also maxed out in July, so she did not have additional funds to make purchases that could have been included in FY14. CEO would have purchased t-shirts for Cat's Back, food for 600 students for the move-in weekend Party at the Rec event, and marketing materials including a CEO tabletop display, branded maracas, branded pens, and print marketing from Creation Station.

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 visibility for CEO on the University Campus

Action Step A: Participate in at least three move-in weekend events, such as Cougar Move-In, RHA Game Night, Party at the Rec, or Party in the Park.

Action Step B: Collaborate with at least two departments such as the Women's Resource Center, ISSSO, or the LGBTQ Resource Center.

Action Step C: Conduct marketing workshops to teach general members about communicating CEO's mission to the student body.

Action Step D: Increase CEO's social media presences, by having more students follow CEO on their various social media outlets.

DSAES Strategic Initiative 3.C: CEO strives to create an inclusive environment for all students on campus while prompting them to also become student leaders on campus.

UH Strategic Goals #2: With a distinct image, students will be well-aware of CEO's events including our signature events that have become more and more of a UH tradition. CEO's events enrich student life with the excitement that the students will have and brings energy and vibrancy to UH.

Strategic Initiative 2: Increase CEO's night and weekend programming efforts

Action Step A: Plan at least two movies per semester featuring movies that coincide with CEO's general mission for cultural enrichment.

Action Step B: Provide at least three night and weekend events per semester featuring cultural components that provide students with a relaxing/educational events after classes.

Action Step C: Provide access to cultural events throughout the city of Houston, including but not limited to, cultural festivals, cultural performances, museum exhibits, and cultural performances.

Action Step D: Increase cultural excursions to cultural festivals and museums in Houston.

Action Step E: Increase cultural movie showings for students to learn about other cultures while being able to stay on campus.

DSAES Strategic Initiative 1.D & 3.C: CEO strives to program more events that make students aware of their surrounding environments.

UH Strategic Goals #2: Providing evening programming for students cultivates a fun, educational and safe option for students on campus that help contribute to student success.

Strategic Initiative 3: Help enrich students' academic experience through CEO events

Action Step A: Collaborate with at least two different academic departments such as the Modern and Classical Languages Department, the Women's Studies Department, or the Mexican Studies Department.

Action Step B: Collaborate with at least three cultural or diversity related registered student organizations during each semester to promote larger events throughout the year.

DSAES Strategic Initiative 3.C: CEO will collaborate with many other departments and program trips that make students aware of the outside environment.

UH Strategic Goals #2: By collaborating with different departments, it allows our programming to have a better-rounded educational component to our events that will help stimulate students' minds and contribute to their success.

Strategic Initiative 4: Retain and grow membership base for CEO

Action Step A: Ensure marketing for events covers a variety of outlets to reach a wider population on campus.

Action Step B: CEO will begin an assessment that helps officers learn about the successes and shortcomings of CEO as seen by the members.

Action Step C: Maintain committee organization charts, and committee member positions to ensure organizational sustainability.

Action Step D: Create an incentive program for members to encourage participation.

DSAES Strategic Initiative 4.A: CEO assesses membership opinion after each event that we host in the hopes of measurable results and improvement.

UH Strategic Goals #2: By having a large membership base, it gives students an opportunity to network with other students that then contribute to student success.

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.

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.

CEO does not overlap with any other units. We foresee there may be similar opportunities provided by the new Center for Diversity and Inclusion (CDI); however that office is not anticipated to be a programming entity. CEO does anticipate on collaborating with the new Center for Diversity and Inclusion to provide new components to existing CEO events, and further advertise and support the mission of the Center.