STUDENT PROGRAM BOARD

SFAC FY16 Program Questionnaire

<u>**STUDENT FEES ADVISORY COMMITTEE (SFAC)**</u>

<u>**FY16 PROGRAM QUESTIONNAIRE**</u>

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.

The Student Program Board (SPB) is the University of Houston's premier fee-funded event planning and entertainment organization. SPB is a group of student leaders dedicated to programming socially engaging, diverse, traditional, and educational events to enhance each student's individual experience.

<u>**Our Mission**</u>
SPB's mission is to provide high-quality educational and entertainment programs that enhance student life at the University of Houston (UH) and contribute to overall student development. SPB exists to create programs that appeal to the student body by providing an array of diverse activities throughout the year in which all students are encouraged to attend.

<u>**Executive Summary**</u>
The Student Program Board has realigned its goals and direction with the Division of Student Affairs and Enrollment Services Strategic Initiatives as well as the UH Strategic Goals. As SPB grows into a Tier One programming board, we integrate our core values of originality, hard work and passion into programming quality events for UH students. SPB has the ability to impact students' college experience through ongoing opportunities for engagement and involvement. SPB strives to make every year memorable for each student, which is why SPB provides activities outside of the classroom, endeavors to increase overall satisfaction with student life on campus, and instills pride at the University of Houston.

The engaging experiences SPB provides contributes to students overall commitment to the university, and therefore encourage students to persist and graduate. SPB continues to enhance the vibrancy of campus life through programming as an important factor towards promoting student success.

SFAC allocated student fee dollars directly impact the quality of our organization and programs. SPB will continue to strive for excellence, stand confident with high energy, and put students first. It is SPB's hope that SFAC will continue to support our large goals and aspirations not only for the future of SPB, but for the future of the University of Houston's collegiate experience.

Isaiah Ross   Melissa Jinks   Kevin Lacson
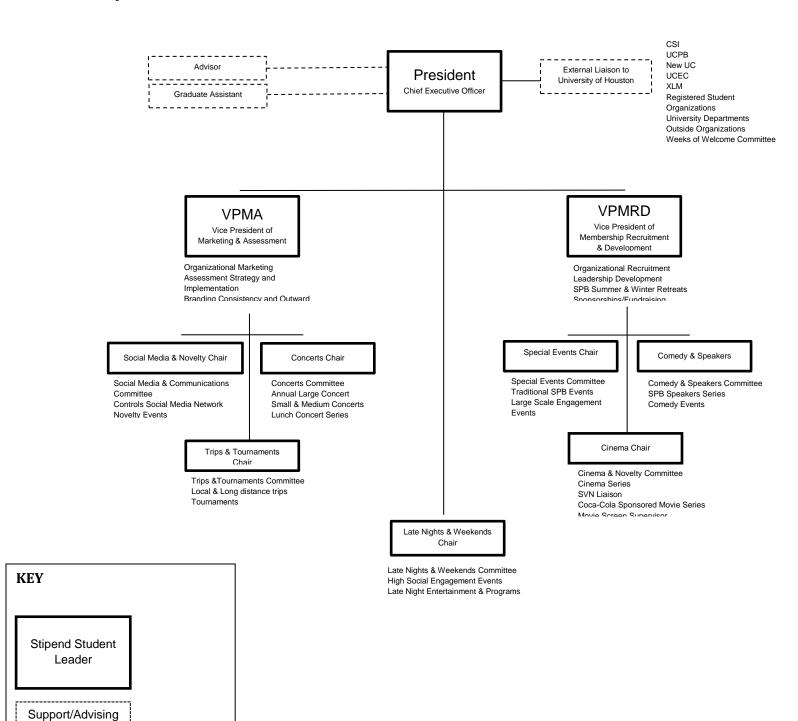 President   VP for Membership Recruitment & Development   VP for Marketing and Assessment

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.

Advisor

Graduate Assistant

President
Chief Executive Officer

External Liaison to
University of Houston

CSI
UCPB
New UC
UCEC
XLM
Registered Student
Organizations
University Departments
Outside Organizations
Weeks of Welcome Committee

VPMA
Vice President of
Marketing & Assessment

Organizational Marketing
Assessment Strategy and
Implementation
Branding Consistency and Outward

VPMRD
Vice President of
Membership Recruitment
& Development

Organizational Recruitment
Leadership Development
SPB Summer & Winter Retreats
Sponsorships/Fundraising

Social Media & Novelty Chair

Social Media & Communications
Committee
Controls Social Media Network
Novelty Events

Concerts Chair

Concerts Committee
Annual Large Concert
Small & Medium Concerts
Lunch Concert Series

Special Events Chair

Special Events Committee
Traditional SPB Events
Large Scale Engagement
Events

Comedy & Speakers

Comedy & Speakers Committee
SPB Speakers Series
Comedy Events

Trips & Tournaments
Chair

Trips &Tournaments Committee
Local & Long distance trips
Tournaments

Cinema Chair

Cinema & Novelty Committee
Cinema Series
SVN Liaison
Coca-Cola Sponsored Movie Series
Movie Screen Supervisor

Late Nights & Weekends
Chair

Late Nights & Weekends Committee
High Social Engagement Events
Late Night Entertainment & Programs

KEY

Stipend Student
Leader

Support/Advising
entity

*Text with no outline
represents
responsibilities/other
entities

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 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. To continue to value student leadership and development.
- Action Step 1: Through the efforts of the Vice President of Membership, Recruitment and Development (VPMRD) create a functioning committee in which students can gain tangible life skills such as communication, responsibility, organization and critical thinking
  - **Status: Achieved/On-going**- The Get On Board Membership Program (G.O.B) is in its second year of implementation with SPB. Through the GOB program, all seven programming committees have a concrete structure for members. Members are given specific responsibilities within their committees, such as making agenda for committee meetings or reserving space for an event. These responsibilities help challenge the members to think critically, and execute tasks usually done by committee chairs.
- Action Step 2: Encourage all members of the Student Program Board to be involved in at least two organizations or involvement areas on campus
  - **Status: Achieved/On-going-** One effective way SPB has managed to encourage all SPB members to be involved on campus with various organizations is through collaboration. Our multiple collaborative efforts have allowed the members to become exposed to other organizations on campus and see how they work. Another tool used to encourage involvement for members is word of mouth. Through informal conversations or more formal situations such as announcements at general meetings, members are always encouraged to be more involved on campus.
- Action Step 3: Provide General Membership meeting that provide resources, knowledge, skills or feedback so members are growing personally and professionally.
  - **Status: Achieved/On-going**- The VPMRD's General Membership or GOB meetings occur biweekly in order to provide consistency. Each meeting has a structured itinerary, including resources for members and educational components. The Event Planning Competition which happens both through the individual committees and the general meetings provides members an opportunity to plan a large scale event on their own. One of the member's events is then selected as a winner, and the members work together to execute that event in the spring.

Additional FY14 Action Steps:
- **Status: Achieved/On-Going**- SPB general members are invited to the SPB winter retreat, which allows them to receive leadership training and prepare them for joining the board in the next year.
- **Status: Achieved**- Two students were sent to ACUI's Institute for Leadership Education and Development to gather information and share what they learned with the board.

Relation to DSA Strategic Initiative 2.b: SPB's growth and sustainability impacts the development of campus life. These resources support our opportunities to provide students to get involved on campus.
Relation to UH Strategic Goal 2: SPB's safeguard of sustainability helps support engaging events for students, which causes greater institutional commitment, compelling students to persist and graduate.

Strategic Initiative 2. Further develop and expand the SPB Trips segment.
- Action Step 1: Program at least one (1) large trip per semester.
  - **Status: Achieved**- SPB defines large trips as those outside Houston with high expenses, whereas small trips are defined as those occurring within the city of Houston and having a lower cost. SPB Trips programmed two large trips to Six Flags in Arlington and San Antonio, each with two full size charter buses last year. SPB Trips also programmed one large trip to the Texas Renaissance Fair in the Fall.
- Action Step 2: Program at least two (2) local events with an educational destination.
  - **Status: Not Achieved**.
- Action Step 3: Continue to pursue engaging off campus trips while gathering ideas and feedback.
  - **Status: Achieved** – SPB gathered feedback from students through assessments and word of mouth to create new engaging trips they would enjoy.

Relation to DSA Strategic Initiative 1.d: SPB Trips provides new opportunities for student involvement in campus life. Trips allows students to unite to show we are all a part of a UH community.
Relation to UH Strategic Goal 2: SPB Trips' programming helps offer new and engaging events for students, which cause greater institutional commitment.

Strategic Initiative 3. Permanently establish a functioning event planning committee system
- Action Step 1: In order for SPB's organizational growth to continue the human resources must be functioning in order to produce a higher quantity of events.
  - **Status: Achieved/On-going**- The content and structure of SPB board meetings has changed to offer more knowledge in programming. Guest speakers are invited to attend and discuss topics such as marketing and advancement.
- Action Step 2: Committees should operate as self-functioning, event planning committees with oversight from the Executive team.
  - **Status: Achieved/On-going**- The SPB Executive team has enacted an event proposal system that has committee chairs research and gather all the components of their events (marketing, logistics, timeline, etc.) two months in advance of the proposed event. This system allows the chairs to ensure quality and receive feedback from the Executives.
- Action Step 3: Each committee should maintain a consistent organization chart that details the roles and responsibilities of its members.
  - **Status: Achieved**- Each SPB chair operates their own structured organizational chart for their committee, detailing each committee member's roles and responsibilities with oversight from the Executive Team. The SPB chairs act as a liaison and mentor to members, which allows new students to develop through their committee involvement.
- Action Step 4: Members should be asked to join one committee as their "home" committee, but always be allowed to participate in the planning of other events.
  - **Status: Achieved**- SPB has each individual programming committee maintain relationships with other committees in the organization.

Relation to DSA Strategic Initiative 2.b: SPB's committee system establishes an effective plan to support organizational sustainability and growth. Ideas and plans are set into place to further the success of our events, while also bettering student life by providing a more meaningful college experience.
Relation to UH Strategic Goal 2: SPB's committee system is a resource that will enable us to provide engaging events that can instill university commitment and contribute to student success.

Strategic Initiative 4. Continue our collaboration efforts with campus organizations/departments.
- ● Action Step 1: Continue to seek partnership with all areas of campus including organizations, departments, academic colleges, the Police Department etc.
    - ○ **Status: Achieved/On-going**- SPB is heavily involved with Move-In Weekend and Weeks of Welcome which results in numerous event collaborations. Our partnerships include the University Center, Student Housing and Residential Life, Resident Hall Association, Campus Recreation and Wellness Center, Greek Life, Baptist Student Ministry, Commuter Student Services, Blaffer Art Museum, and the Center for Student Involvement (CSI). For example, SPB worked with CSI to increase night and weekend programming by providing 11 film screenings during the Spring 2014 semester.
- ● Action Step 2: Continue to partner with fee-funded organizations to better serve UH students.
    - ○ **Status: Achieved**- Thanks to collaboration with the Frontier Fiesta Association, SPB brought the performer B.o.B. to Frontier Fiesta in March 2014, with an attendance of 7,500. This collaboration provided cost savings for each organization, an enabled a more notable artist to be contracted for the event. SPB continued our partnership with other fee-funded organizations as well, including participation in Student Video Network's (SVN) Outdoor Movie Festival (OMF).
- ● Action Step 3: Continue venue work with Cullen Performance Hall.
    - ○ **Status: Achieved**- Last year, SPB partnered with Auxiliary Services and Cullen Performance Hall to provide Coca-Cola Sponsored Free Movie Nights. This year, SPB will continue Coca-Cola Sponsored Free Movie Nights with Auxiliary Services.
- ● Action Step 4: Continue large collaborations with the Council of Ethnic Organizations (CEO).
    - ○ **Status: Achieved**- CEO provided a photo novelty for SPB's 2013 Winter Wonderland event, and SPB tabled at CEO's International Marketplace as well. We are both seeking partnerships on future events for the upcoming year.
- ● Action Step 5: Continue new relationship with venues and programs dealing with on campus dining, Fresh Food Company and programs within the new Cougar Woods Dining Hall.
    - ○ **Status: Achieve**d- SPB is always exploring new venue options to provide a great quality for students in terms of location and accessibility. SPB has hosted a number of events in the Cougar Woods Dining Hall such as a Karaoke night and a Super Bowl watch party.

Relation to DSA Strategic Initiative 1.d: Our collaborations and partnerships have allowed SPB to explore new programming routes to continue to develop campus life. It is our goal to provide students with quality events that will increase student satisfaction with campus life. We recognize that through collaboration, not competition, we can reach an even higher goal. We strategically set out to work with students groups and departments to take campus life to the next level.
Relation to UH Strategic Goal 2: SPB recognizes other UH organizations and departments as resources to accomplish our mission to further institutional commitment as a contribution to student success.

Strategic Initiative 5. Grow and intensify the SPB Speaker series.
- ● Action Step 1: Seek partnerships with professors, faculty and staff to create an on campus speakers series made up of the best resources available to us.
    - ○ **Status: Achieved/On-going**- SPB collaborated with SGA and the Police Department to host a safety awareness panel on campus in Spring 2014.

- ● Action Step 2: Partner with the Division of Student Affairs, Center for Student Involvement and other areas to create a lecture series themed around leadership.
  - ○ **Status: On-going**- SPB plans to work with the Associate Director of Civic Engagement and Leadership in the Center for Student Involvement to partner with the established Catalyst Leadership Luncheons. The combined efforts of both parties can attract more notable speakers and increase the visibility of these events across campus.
- ● Action Step 3: Seek partnerships to co-sponsor existing lectures on campus, offer mass marketing resources and future collaborations.
  - ○ **Status: Achieved/On-going**- SPB has begun sowing the seeds of this initiative by working with Blaffer Art Museum, Houston Alumni Association, and Honors College on the Art of Observation lecture. SPB handled the marketing aspects in terms of getting the word out about the event and posting all off the print media around campus.
- ● Action Step 4: Continue to attend NACA conferences to look for deals on a large speaker option.
  - ○ **Status: Achieved/On-going**- The National Association for Campus Activities offers program boards around the country access to performers and services at a discounted price, which makes it easier to bring high cost speakers to our campus. SPB will continue to attend this conference and look for a large speaker options as well as other artists.

Relation to DSA Strategic Initiative 1.b: SPB's Speakers Series allows expansion into evening program options as a part of campus life. Speakers also provide an educational component to SPB programming.
Relation to UH Strategic Goal 2: Student engagement through these events can potentially contribute to a greater institutional commitment which is a significant factor to student success.

Strategic Initiative 6. To become a nationally renowned Program Board
- ● Action Step 1: Challenge the status quo of events and continue to think bigger and try new programs. Plan events during mid-day, early morning, program with specific niches in mind, and never settle for excellence, strive for perfection.
  - ○ **Status: Achieved/On-going**- Over the past two years SPB has drastically revamped and innovated its programming to bring a more quality event experience to the UH campus. These innovations involve such ideas as having three showings of movies in one day to provide more options for commuter and residential students, programming in the Athletic Alumni Center, and more programming outside in Lynn Eusan Park.
- ● Action Step 2: Continue to attend and excel at NACA conferences, by block booking with other schools, volunteering at the conference, network with other Program Boards, and continue to program with University of Houston students in mind.
  - ○ **Status: Achieved/On-going**- The conference allows SPB to network with other schools in terms of marketing, leadership development, events ideas, etc. SPB feels that NACA is an important component when it comes to the elevation of our programming.

Relation to DSA Strategic Initiative 1.d: SPB hopes the inclusion of new, unique programming will continue to enrich campus life.
Relation to UH Strategic Goal 2: SPB's safeguard of sustainability helps support engaging events for students, which causes greater institutional commitment, which in turn compels students to persist and graduate.
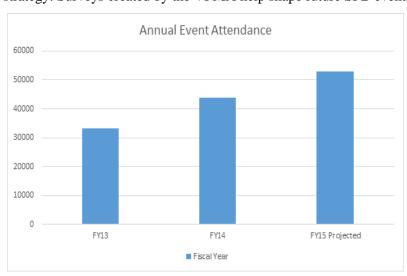
4. Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned strategic initiatives and/ or action steps and their importance as compared to others that you might pursue. Where data exist, discuss the number of persons served by each of your programs and any assessment measures and/or learning outcomes used to evaluate program success. Please provide the method for collecting these data.

It is our responsibility as program planners to coordinate events that will result in maximal student attendance and satisfaction. Evaluating SPB events is a crucial part of the event planning process. Through assessments, we are able to provide engaging events, learn from past mistakes, and amend procedures for event planning. In doing so, SPB further increases student involvement and satisfaction.

Assessment is not only useful for event planning improvements, but is critical in building teamwork. After each event, board members come together and critique the positive and negative aspects of the event. These meetings foster constructive discussions, which allow the board members to learn from one another. This process is critical to the overall growth of the Student Program Board. SPB utilizes the following methods to evaluate the board's success in achieving our program standards:

- SPB's assessment tools include, but are not limited to:
    - Text surveys/polls for use during major events that require audience input
    - iPads for assessment surveys utilized after an event
    - Paper surveys when Wi-Fi is unavailable
    - Facebook polls
- Each Chair is required to complete a program planning file for every event, including marketing forms, an event checklist, and an event evaluation form, which are then discussed with the chair's liaison. The assessment form includes attendance, total cost, cost per student, student feedback from surveys, strengths and weaknesses of the event, and improvements for future events.
- SPB continues attendance data collection related to assess our marketing plan. We believe that attendance at our events is the most direct form of feedback from students (Please see table below).
- During the summer, the VPMA reevaluates SPB's event evaluations and surveys within the scope of the Division of Student Affairs assessment goals. With the help of Advisor, we currently have an assessment plan and execution strategy. Surveys created by the VPMA help shape future SPB events.

To the right is the attendance from 2013-2014 SPB events as well as a comparison to the past few years.

Annual Event Attendance

FY13, FY14, FY15 Projected — Fiscal Year

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..

SFAC has approved all new requests as one-time funding which includes $8, 7374.00 for Spring Fest and $38,000 for a Notable Speaker/Comedian. $22,472 and $107,272 was specifically allocated for large-scale concerts for FY14 and FY15 respectively. SFAC also funded an additional $30,104.00 to general programming for Winter Wonderland and a large Trip. This increase allows SPB to not only offer more quality, innovative events, but incorporate additional component to our traditional large events.

SPB ended FY14 with $$17,593 in Fund Equity. SPB did not utilize all of their FY14 funds for several reasons. First, several SPB events ended up costing less than we had anticipated. Such events included Spring Fest (Anticipated $10,000; Actual $8,700), B.o.B. – Frontier Fiesta Concert (Anticipated $80,000; Actual $74,000), and SPB's Retreat (Anticipated $3,000, Actual $700). The SPB students also did not complete all of their contracts in time to be paid out in FY14. Those contracts included a performer for Party in the Park, a novelty for Cat's Back, and stuffed animals for SPB's Stuff-a-Bear event. My p-card was also maxed out in July, so I did not have additional funds to make purchases that could have been included in FY14. SPB would have purchased marketing materials including lanyards and wristbands, and t-shirts for Winter Wonderland.

6. Please list your 2015-2016 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: Firmly establish a functioning, effective marketing and assessment plan to increase the presence and awareness of SPB's presence on campus.

> **Action Steps:**
> - Develop a campus wide marketing campaign to brand the Student Program Board.
> - Conduct semester reviews on marketing and assessment plans in order to keep consistency and be up to date with all strategies and information.
> - Implement inventory system for SPB's promotional items to assess the need for marketing items.
> - Develop an efficient, effective marketing team for on-campus marketing and promotions.
> - Boost participation on social media by 5%.
>
> **Relation to DSA Strategic Initiative 4.a & 5.c:** SPB strives to create new opportunities for student success through engaging students in programs and events.
>
> **Relation to UH Strategic Goal 2:** Marketing and assessment promotes an initiative to increase student attendance at events which can potentially contribute to a greater institutional commitment and student success.

Strategic Initiative 2: Maintain SPB's organizational sustainability and growth through investment in our human capital.

> **Action Steps:**
> - Maintain the G.O.B Membership Program and Event Planning Competition
> - Cultivate a comprehensive leadership development program to transition committee members into committee chairs and/or executives.
> - Conduct yearly reviews and make necessary changes to our paid student leadership positions.
> - Develop a Strategic Organization Plan to determine the direction and growth of the Student Program Board.
>
> **Relation to DSA Strategic Initiative 2.b:** SPB recognizes students must become active citizens within the organization for growth and sustainability to occur. It is our goal to continually assess and revise our membership program to be further equip our members for success.
>
> **Relation to UH Strategic Goal 2:** SPB recognizes its membership system as a resource base that will enable us to accomplish our mission to provide engaging events that can instill university commitment and contribute to student success.

Strategic Initiative 3: Continue to strengthen our collaborative relationships with organizations and departments to create quality events.

> **Action Steps:**
> - Continue to seek out collaborations with departments and organizations, such as Bauer College of Business, UHPD, UH Health Center, and Professors with Pride.

- Work with the Center for Student Involvement to bridge the communication and enhance the collaborative efforts with Registered Student Organizations.

Relation to DSA Strategic Initiative 1.d: SPB continues to create strong and smart relationships with other entities that work towards increasing campus life and student success.

Relation to UH Strategic Goal 2: SPB will continue to use other organizations and departments as resources on campus to ensure the success of students.

Strategic Initiative 4: Ensure and safeguard the budgetary needs/success of the Student Program Board to further increase student satisfaction with campus life.

Action Steps:
- Develop a 5-year tactical plan for calculated growth of the SPB budget and services, which will offer UH students the best programmed entertainment in the state of Texas.
- Maintain up-to-date research and benchmarked information from our peer institutions to gauge our services against those of our competition.

Relation to DSA Strategic Initiative 1.d: SPB strives to create new opportunities for student success through engaging the students with a variety of quality events on campus.

Relation to UG Strategic Goal 2: Student engagement through these events can potentially contribute to a greater institutional commitment which is a significant factor to student success.

Strategic Initiative 5: Increase the visibility of SPB with the Houston community and within affiliated professional organizations as well.

Action Steps:
- Establish large scale events that attract the local media, which include Houston news outlets.
- Provide submissions to NACA Regional and National awards and ACUI Regional and Annual awards for recognition of both organizational and SPB Student Leader achievements.

Relation to DSA Strategic Initiative 4.d: SPB's goal of recognition is to be known for our programming provided through our quality events.

Relation to UH Strategic Goal 5: SPB aims to increase our recognition on both a local and national level, which is in line with the University's goal to be known for its accomplishments.

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.

SPB believes the sources of funding listed below allow for more opportunities to plan events by contributing to programming expenses. The Student Program Board is always exploring new ways to stretch their budget, while still continuing to provide quality programming for the student population at the University of Houston.

- SPB partners with various marketing companies such as Levenson Entertainment Division, Cross Cultural Marketing, Allied THA, and Moroch that provide free screenings of movies before they are released in theaters. Movie production studios such as Paramount, Summit Entertainment and Fox, partner with marketing companies to promote and waive the movie screening fees which includes the 35mm film reel, security, venue and physical marketing to show on our college campus.. Last year, SPB premiered You're Next, Don Jon, The Neighbors, and Obvious Child at no cost to the Student Program Board, with attendance ranging from 250 to 450 attendees at each screening.
- The partnership with the Coca-Cola Company has continued to allow SPB to show free movies throughout the year. The venue locations have included Lynn Eusan Park, UC Theater, and Cullen Performance Hall. Coca-Cola sponsors the cost of the movies which range from $800.00 to $1,000.00 per title. SPB has been able to show three movies each semester from funding provided by Coca-Cola. Auxiliary Services also help to sponsor these events by supplementing part of the marketing costs for these screenings as well.
- The SPB Trips ticket sales provide SPB with an opportunity for another source of funding. Students are asked to pay $5.00 to $25.00 to subsidize additional expenses for trips. Their fees decrease the total costs of large trips such as Six Flags and the Renaissance Festival.
- This year SPB has added additional responsibilities to the Vice President of Membership Recruitment, and Development in that the position will now focus on working with the UH Advancement Department and Alumni Relations to generate more corporate sponsorships from businesses and gift giving from Alumni. SPB is still in the early stages of establishing this Development Program, but we will continue to work on creating a concrete network to raise awareness about the opportunities for sponsoring SPB events in order to create a more quality programs. Last year, SPB was promised $2,500 from AIO Wireless to sponsor part of the 2013 Winter Wonderland event.

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 currently no overlap with other organizations.