

# Homecoming Board SFAC FY16



Homecoming Chair, Isaiah Ross

Homecoming Vice Chair, Tiara Parks

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.

### **Our Mission**

Homecoming, one of the campuses' oldest running traditions, exemplifies unity between the University, alumni and the surrounding community. Homecoming serves as the medium through which all members of the UH community (students, faculty, administration, alumni) can showcase their school spirit. Homecoming brings feelings of excitement, school pride and fun to campus. While some may think it is just another football game, it is much more. Through various activities such as pep rallies and competitions, Homecoming Board tasks the student body to be more in tune with the University of Houston, provides alumni with an excellent way to stay connected with their alma mater, and boosts student pride on campus.

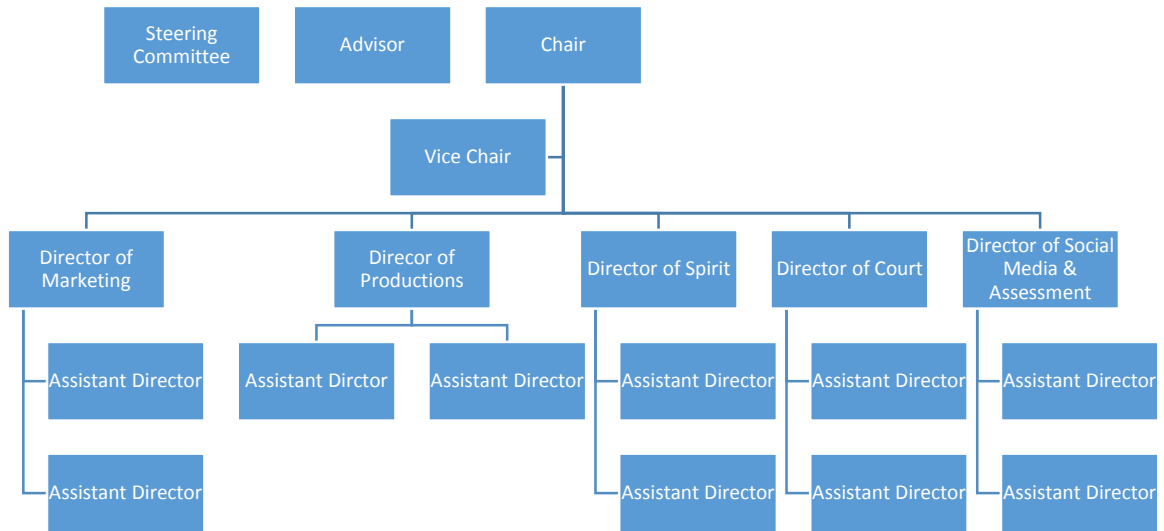
### **Executive Summary**

The Homecoming 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 Homecoming grows into a Tier One event and tradition, we will integrate our core values of engagement, spirit, diversity, tradition, and growth into programming quality events for UH students. Homecoming has the ability to impact students' college experience through opportunities for engagement and involvement. Homecoming strives to make every year memorable for each member of the UH community, which is why Homecoming 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 Homecoming Board is a key entity in building connections and relationships between the student body and alumni. The board hopes to mold engaged students into active alumni. Other university administration such as staff and faculty are invited to interact with students by providing an exciting experience with not only undergraduates but with graduate students as well.

The Homecoming Board strives to enact the best methods in which new ideas and programming can be implemented for student, faculty and alumni benefit as well as improving recurring events. The mission is executed by collaborating with different student organizations, committees and departments, who will assist with several activities during Homecoming Week.

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



3. List your unit's strategic initiatives and action steps identified for the 2014-2015 academic year and cite the specific Division of Student Affairs and Enrollment Services (DSAES) Strategic Initiatives and University of Houston Strategic Goals to which they relate (links below). 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: Ensure the success of future Homecomings and continue the tradition.**

- Action Step 1: Continue working with the Homecoming Steering Committee.
  - **Status: Achieved-** The Homecoming Board has continuously improved its relations with the Homecoming Steering Committee and level of involvement of the committee. The Steering Committee now starts meeting at the end of the Spring Semester with the Homecoming Chair and Vice Chair to begin the planning process for the Fall semester.
- Action Step 2: Conduct regular review processes to make necessary changes to stipend leader positions. Adjustments to these positions may occur through balancing duties and pay. With further research, an augmented value for the pay to the Director of Productions and the Director of Marketing is predicted to compensate for the amount of work produced by these appointed directors.
  - **Status: Achieved/Ongoing-** The Director of Recruitment position has changed to the Director of Social Media and Assessment. There is a demonstrated need to have a position directly responsible for the planning and preparation of social media advertising and programs as the level of outreach increases. This position is also able to assess all Homecoming programs and their effectiveness through more student friendly outlets such as social media. The primary functions of the Director of Recruitment has been split between the Vice Chair (membership recruitment) and Director of Spirit Engagement (campus partner recruitment). The change will maximize the planning and preparation of engaging and advertising to students through social media.
- Action Step 3: Improve the follow-up evaluation process after Homecoming Week and make necessary changes for the following year.
  - **Status: Achieved/Ongoing-** The Homecoming Board met with members of the Homecoming Steering after Homecoming Week to assess the event from all of the perspectives represented through the steering committee for a more holistic understanding of how the events were experienced and engaged. The new Director of Social Media and Assessment's primary function is to conduct

reviews before and during Homecoming Week to evaluate the level of student engagement and quality of Homecoming's programs and marketing.

**Relation to DSAES Strategic Initiative 2.b:** Execute an effective operating plan of existing fiscal, human, technological and facility resources in support of student success

**Relation to UH Strategic Goal 2:** Student Success. UH will have a student profile consistent with a nationally competitive public research university by creating an environment in which student success can be ensured.

**Strategic Initiative 2: Increase student participation in Homecoming Week throughout campus.**

- Action Step 1: Develop a more successful recruitment process to increase the amount of participants and volunteers. Continue to attend more events that introduce students to campus organizations, such as Cat's Back and Cougar Carnival, with larger attractions and more promotional items while making sure that the students are informed of the Board's purpose and mission on campus.
  - **Status: Achieved/Ongoing-** The Homecoming board has improved its outreach with campus partners through various means. The Homecoming Chair serves on multiple external committees that allows Homecoming to participate in a variety of programs and promotional opportunities leading up to Homecoming such as Weeks of Welcome, Cat's Back, Move In Weekend, and Family Weekend.
- Action Step 2: Continue improving communications between participating student organizations and the Board in order to increase the return rate of competing groups and volunteers by scheduling more Connections meetings, establishing weekly e-communications, and attending organization fairs to recruit additional participating student organizations.
  - **Status: Achieved/Ongoing-** The Homecoming Board has established bi-weekly connection meetings leading up to the start of Homecoming to have more student groups informed of Homecoming involvement opportunities.
- Action Step 3: Improve marketing for Homecoming 2015 events by increasing Homecoming's presence on social media, including Twitter, Instagram and Pinterest.
  - **Status: Achieved/Ongoing-** Homecoming started social media advertisement during the summer prior to Homecoming to increase engagement with the student body. We will have multiple interactive activities via social media outlets in order to keep students informed about Homecoming.
- Action Step 4: Develop social media collaborations between the Homecoming Board and other departments, college and student organizations on campus, such as Student Housing and Residential Life and RHA, during Homecoming Week.

- **Status: Achieved/Ongoing-** The Homecoming Board advertising checklist now contains the contact information to advertise and engage with different campus populations with twenty departments under the Division of Student Affairs and Enrollment Services.
- Action Step 5: Use mobile applications such as Guidebook, ad space with the Daily Cougar, and Cougar Trading Cards to market the week of events with students who do not follow Homecoming's social media sites.
  - **Status: Achieved-** The Homecoming Board utilized the new and improved mobile application Redline to reach more of the student population. Ad space with the Daily Cougar and Cougar Trading Cards will continue to be an avenue Homecoming utilizes for the advertisement of the events.
- Action Step 6: Continue marketing and distributing popular giveaways, specifically the Homecoming sunglasses, at in class giveaways (including Dr. Bott's and other faculty's classes) the week prior to Homecoming to advertise the events.
  - **Status: Achieved-** The Homecoming Board continued to reach out to faculty as well as host tablings during events leading up to Homecoming to advertise Homecoming and distribute promotional items.
- Action Step 7: Explore possible collaborations and/or back-to-back events hosted by different departments, colleges, or student organizations in order to reach a wider audience.
  - **Status: Achieved-** The Homecoming Board built on our collaborative efforts with various student organizations and departments. The majority of the events during Homecoming are now either a collaboration or sponsorship with a campus partner.
- Action Step 8: Continue collaborating with other fee-funded organizations to foster relationships, maximize annual budget, and attract students with varied interests.
  - **Status: Achieved-** The Homecoming Concert, sponsored by the Student Program Board, has become one of Homecoming's most highly anticipated event. Homecoming Fiesta, a collaboration with Frontier Fiesta Association, has also become one of the week's signature events. Spirit Day CAN-struction, a collaboration with the Metropolitan Volunteer Program, is part of our Spirit Cup Competition. The Homecoming Board continues to build its relationships with other fee funded organizations to partner and create engaging programs throughout the week of Homecoming.

**Relation to DSA Strategic Initiative 1.d:** Create a greater variety of student involvement initiatives that focus on the development of a vibrant campus life, including expanded evening and weekend programs.

**Relation to UH Strategic Goal 2: Student Success.** UH will have a student profile consistent with a nationally competitive public research university by creating an environment in which student success can be ensured.

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 Homecoming 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, Homecoming 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 Homecoming Board. Homecoming utilizes the following methods to evaluate the board's success in achieving our program standards:

- Homecoming'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
  - Baseline generated surveys
- Each Director 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 director's liaison. The assessment form includes attendance, total cost, and cost per student, student feedback from surveys, strengths and weaknesses of the event, and improvements for future events.
- During the summer, the Chair, Vice Chair, and Director of Social Media and Assessment reevaluates Homecoming event evaluations and surveys within the scope of the Division of Student Affairs and Enrollment Services assessment goals. With the help of the

Advisor, we currently have an assessment plan and execution strategy. Surveys created by the Director of Social Media and Assessment help shape future Homecoming events.

#### FY15 Major Homecoming Events Attendance

Date	Event	Attendance
11/3/14	Kick-off Pep Rally	891
11/4/14	Block Party	1295
11/5/14	Strut Your Stuff	531
11/6/14	Canned Food Extravaganza	261
11/7/14	Homecoming Fiesta	1550



5. Please discuss any budget or organizational changes experienced since your last (FY2016) 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 \$10,600 for food services, \$7,314 for advertising and \$5,300 for promotional items. \$2,314 and \$2,809 was specifically allocated for special events and productions. This increase allows Homecoming to not only offer more quality, innovative events, but incorporate additional components to our traditional large events.

Homecoming ended FY15 with \$5,689.00 in Fund Equity. Homecoming did not utilize all of their FY15 funds for several reasons. First, in an effort to be good stewards, Homecoming spent less during FY15 than expected. The Homecoming students also were unable to purchase certain things to be paid out in FY15 due to not being able to purchase or pre-order items. Those purchases included advertising materials such as, Save the Date marketing for \$3,265.00, Assistant Director advertising for \$440.00, CSM advertising (print and digital), and CSM video production.

6. Please list your 2016-2017 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs and Enrollment Services 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 Homecoming's presence on campus.

- **Action Steps:**

- Develop a campus wide marketing campaign to brand Homecoming.
- 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 Homecoming'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%.
  - Incentivizing social media participation with our promotional items
  - Conducting assessments through our social media outlets

**Relation to DSAES Strategic Initiative 4.a & 5.c:** Develop a comprehensive assessment plan that identifies learning and program outcomes and demonstrates a process for improvement based on measurable results. Develop a comprehensive and integrated communications plan to increase awareness and understanding among the Division, the campus community and the surrounding environments about who we are, what we do, and who we serve.

**Relation to UH Strategic Goal 2:** Student Success. UH will have a student profile consistent with a nationally competitive public research university by creating an environment in which student success can be ensured.

**Strategic Initiative 2:** Ensure and safeguard the budgetary needs/success of the Homecoming Board to further increase student satisfaction with campus life.

- **Action Steps:**

- Develop a 5-year tactical plan for calculated growth of the Homecoming 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 other institutions.

**Relation to DSAES Strategic Initiative 1.d:** Create a greater variety of student involvement initiatives that focus on the development of a vibrant campus life, including expanded evening and weekend programs.

**Relation to UH Strategic Goal 2:** Student Success. UH will have a student profile consistent with a nationally competitive public research university by creating an environment in which student success can be ensured.

**Strategic Initiative 3:** Maintain Homecoming's organizational sustainability and growth through investment in our human capital.

- **Action Steps:**

- Establish a full functioning membership program so that continuation of leadership is always present in the Homecoming Board.
- Cultivate a comprehensive leadership training to transition committee members into directors 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 Homecoming Board.

**Relation to DSAES Strategic Initiative 2.b:** Execute an effective operating plan of existing fiscal, human, technological and facility resources in support of student success.

**Relation to UH Strategic Goal 2:** Student Success. UH will have a student profile consistent with a nationally competitive public research university by creating an environment in which student success can be ensured.

**Strategic Initiative 4:** 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 DSAES Strategic Initiative 1.d:** Create and implement a division-wide advancement and fundraising program in partnership with the Division of University Advancement.

**Relation to UH Strategic Goal 2:** Student Success. UH will have a student profile consistent with a nationally competitive public research university by creating an environment in which student success can be ensured.

7. What are the other possible sources of funding available to your unit and what efforts are being made to access them (e.g. grants, donations, etc.)? If you receive funds from other sources, please briefly describe the source, purpose, and duration of the funding and report the amounts received in the appropriate rows/columns on the SFAC Spreadsheet.

There are no external funding sources for the Homecoming Board.

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.