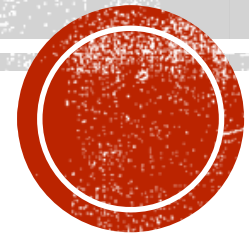


UNIVERSITY OF HOUSTON
HOMEcoming
BOARD
SFAC FY2019

Chairman: Taylor Rouleau

Vice-Chair: Mayra Castillo

Director of Marketing: Ann Johnson






OUR MISSION

The Homecoming Board will provide effective management, constructive program implementation, and worthwhile service for the community in order to develop quality, educational, and entertaining programs that enhance student life at the University of Houston during Homecoming Week.



RELATIONSHIP TO DSAES STRATEGIC INITIATIVES

- S1: Create new opportunities for student success through learning, engagement, and discovery.
 - S2: Actualize and leverage the fiscal, human, technological, and facility resources that enhance the student experience.
 - S4: Develop a culture of innovation and accountability in the redesign of Division policies and procedures.
 - S5: Cultivate a collective identity that demonstrates a united vision.
- 



ACCOMPLISHMENTS

1. Variety of Events

2. Collaborations

MONDAY
NOV 7

Homecoming
Cougar Walk
Cougar Place
4:30pm - 5pm

Homecoming Pep
Rally & Block Party
Student Center Plaza
5pm - 8pm

TUESDAY

NOV 8

CAN-struction
Cullen Family Plaza
4:30 - 6:30pm

Color Me Houston
Lynn Eusan
7:00pm - 10pm



WEDNESDAY

NOV 9

Cooglympics
Campus Rec
4pm - 6:00pm

Homecoming
Roll Bounce
SC South Houston Rm
7pm - 10pm

THURSDAY

NOV 10

Strut Your Stuff
Student Center South
Houston Rm.
7pm - 10pm

FRIDAY

NOV 11

Rock the Campus
Butler Plaza
9am

Homecoming Fiesta
With Frontier Fiesta
Lynn Eusan
5pm - 7pm

Pre - Game
Block Party
Alumni Center
3204 Cullen Blvd
5:30pm - 7pm

Kasino Night
presented by The Eta Lambda
Alumni Association

Student Center South-
Multi-purpose Room
6:00pm

Season Opener
Basketball Game
UH vs Morgan State
Hofheinz Pavilion
7pm

SPB Presents:
Homecoming Concert
Cullen Performance Hall
Doors open at 7pm



SATURDAY

NOV 12

Homecoming Game
HOUSTON vs TULANE
TDECU Stadium

ACCOMPLISHMENT #1: VARIETY OF PROGRAMS

New:

- Roll Bounce
- Color Me Houston

Traditional:

- Kick Off Pep-Rally/Block Party
- Can-Struction
- Cooglympics
- Strut Your Stuff
- Rock the Campus
- Homecoming Fiesta
- Homecoming Concert





KICK OFF PEP RALLY/BLOCK PARTY W/RHA

Pairing with the Residence Halls Association (RHA), we will be kicking off the week with a celebration! From Houston themed activities and giveaways to a special guest to announce our 2017 Homecoming Court, it is sure to be a great time!





COLOR ME HOUSTON

Last year the Homecoming Board brought the Color Run to campus, and fused it with Red, White, and Blue, with the election going on the same night.





STRUT YOUR STUFF

Here's the chance for students to show off your school spirit! Spirit teams will compete by showcasing our theme through sketches, step shows, or performances.





ROLL BOUNCE

The Homecoming Board brought a roller rink into the Houston Room for students to have a good time. This also included airbrush shirts and free food students.





CAN-STRUCTION

A service based competition between spirit cup teams. Each team will be given time to make a sculpture out of canned goods that goes along with our theme! There will be a student voting portion as well as other service aspects. All canned goods will be donated to Manna House.





COURT AND SPIRIT CUP

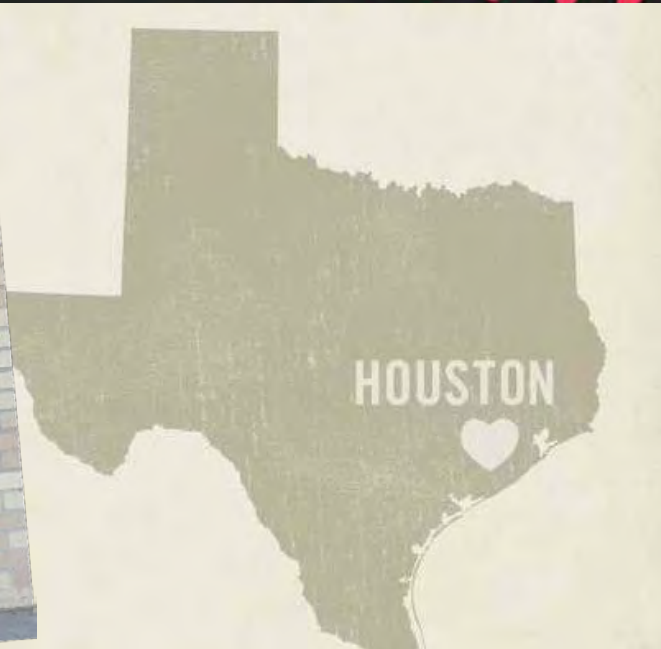
Students are given the opportunity to participate in the annual Homecoming court, through an interview process and student voting. Culminating with the crowning of King and Queen at half-time of the game.

Organizations are also given the opportunity to compete in our annual Spirit Cup through 5 competitive events during the week of Homecoming.





**WAY BACK
WEDNESDAY**



CONTINUING THE VARIETY AND CREATING NEW TRADITIONS

Rise and Shine

Trip to Houston

Way Back Wednesday

Cougar Sculptures

Bed Races



- 1. Continue engaging various groups on campus.

- Collaborations:

- RHA (Kick Off Pep Rally/Block Party)
 - SPB (Homecoming Concert)
 - MVP (Can-struction)
 - Frontier Fiesta (Homecoming Fiesta)
 - Campus Recreation (Coog-lympics)

- Steering Committee:

- Staff Council
 - Center for Student Involvement
 - UH Alumni Association
 - Athletics
 - Spirit of Houston

- Spirit Cup Teams:

- 7 Spirit Cup Teams with 13 Organizations

ACCOMPLISHMENT #2: COLLABORATION & SFAC RECOMMENDATIONS

These are the suggestions
that SFAC made for FY18.



A dark gray silhouette of a city skyline with various building shapes of different heights and widths, set against a white background.

CHALLENGES

1. Election Night Effect

2. Low Board Return Rate

Date	Event	Attendance*
	Homecoming Events	
11/7/16	Kick-off Pep Rally (w/RHA)	1450
11/8/16	Color Me Houston (w/RHA)	300
11/8/16	Can-struction (w/ MVP)	157
11/9/16	Coog-lympics	321
11/9/16	Rollbounce	484
11/10/16	Strut Your Stuff	425
11/11/16	Homecoming Fiesta (w/ Frontier Fiesta)	1300
	Homecoming Collaborations	
11/11/16	Rock the Campus (w/ MVP)	321
11/11/16	Homecoming Concert (w/ SPB)	330
TOTAL		5088

ELECTION NIGHT AND ATTENDANCE NUMBERS

The Election took place on Tuesday of Homecoming Week last year, and had an impact on attendance.

Combination of Kick Off Pep Rally and Block Party





HIGH BOARD TURN OVER RATE

Lowering number of
Assistant Directors hired.

Having intentional trainings
for board members and
ADs.



A dark gray silhouette of a city skyline with various building shapes of different heights and widths, set against a white background.

FY19 REQUESTS

1. Homecoming Fiesta (FY19 OT and Base)
2. Cougar Sculptures
3. Bed Races



HOMEcoming FIESTA

Homecoming Fiesta is the perfect opportunity for students to get a taste of our longest running tradition, Frontier Fiesta.

Carnival Games: \$5,000.00

Promo Items: \$4,000.00

Food & Beverage: \$3,000.00

Prizes, Marketing: \$1,000.00

Themed Activities: \$2,000.00

Admin Charge: \$960.00

**Base and FY19 OT
Request: \$16,960.00**





COUGAR SCULPTURES

One of our newest traditions for Homecoming! We are updating our old Cougar Cutouts with more life-like statues for our Spirit Cup teams to decorate.

Received a loan from Student Centers for \$24,765.00. Paying back over the next 3 years.

FY19 OT Request: \$8,480.00





BED RACES

Our other newest tradition! We look forward to expanding our bed racing by providing opportunities for more students to participate.

FY19 OT Request:
\$3,180.00

