

Student Program Board

SFAC Presentation

President: Ezequiel Mendez

Vice President for Membership: Michelle Benjamin

Vice President for Marketing & Assessment: Davis Darusman



Mission

SPB's mission is to enhance student life at the University of Houston (UH) and contribute to overall student development by creating inclusive programs that appeal to students socially, culturally, and intellectually. 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.

SPB Board 2018-2019



Relationship to DSAES Strategic Initiatives

- ▶ S1: Create new opportunities for student success through learning, engagement and discovery.
- ▶ S3: Foster the creation of a global learning community that actualizes and embraces inclusion while preparing students to become active citizens.
- ▶ S5: Cultivate a collective identity that demonstrates a united vision.

Accomplishments



- ▶ Decreased Cost Per Student
- ▶ Increased Number of Events
- ▶ Increased Number of Collaborations

Decreased Cost Per Student

Cost Per Student

- ▶ FY16 – \$8.50
- ▶ FY17 – \$5.16



Increased Number of Events



Events Hosted/Programmed

- ▶ FY16 – 81 Events
 - ▶ 22 events had a collaborative aspect to them
- ▶ FY17 – 108 Events
 - ▶ 36 events had a collaborative aspect to them

Increased Number of Collaborations

- Collaborations
FY16 – 30
- Collaborations
FY17 – 45

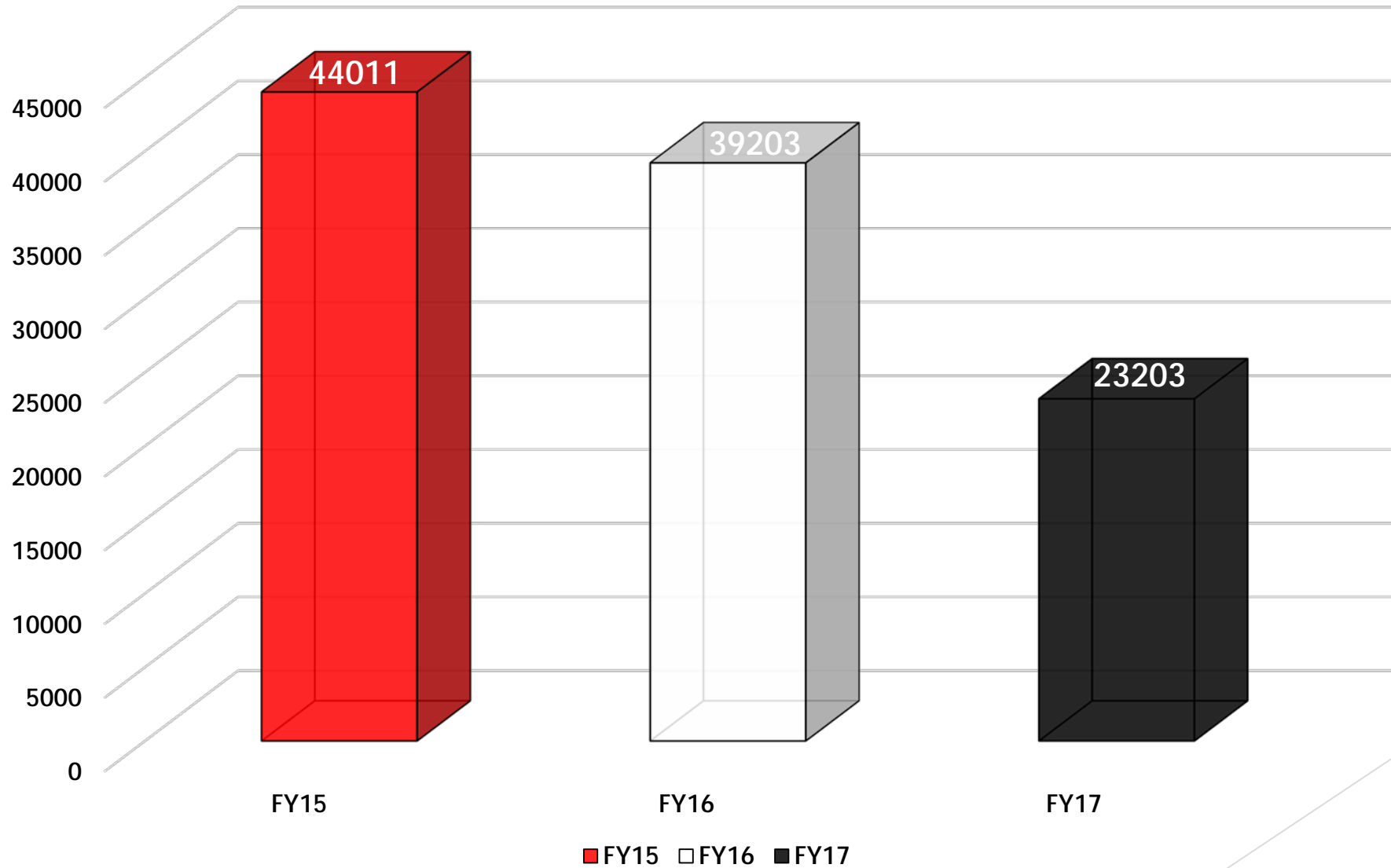


Response to FY17 SFAC Recommendations

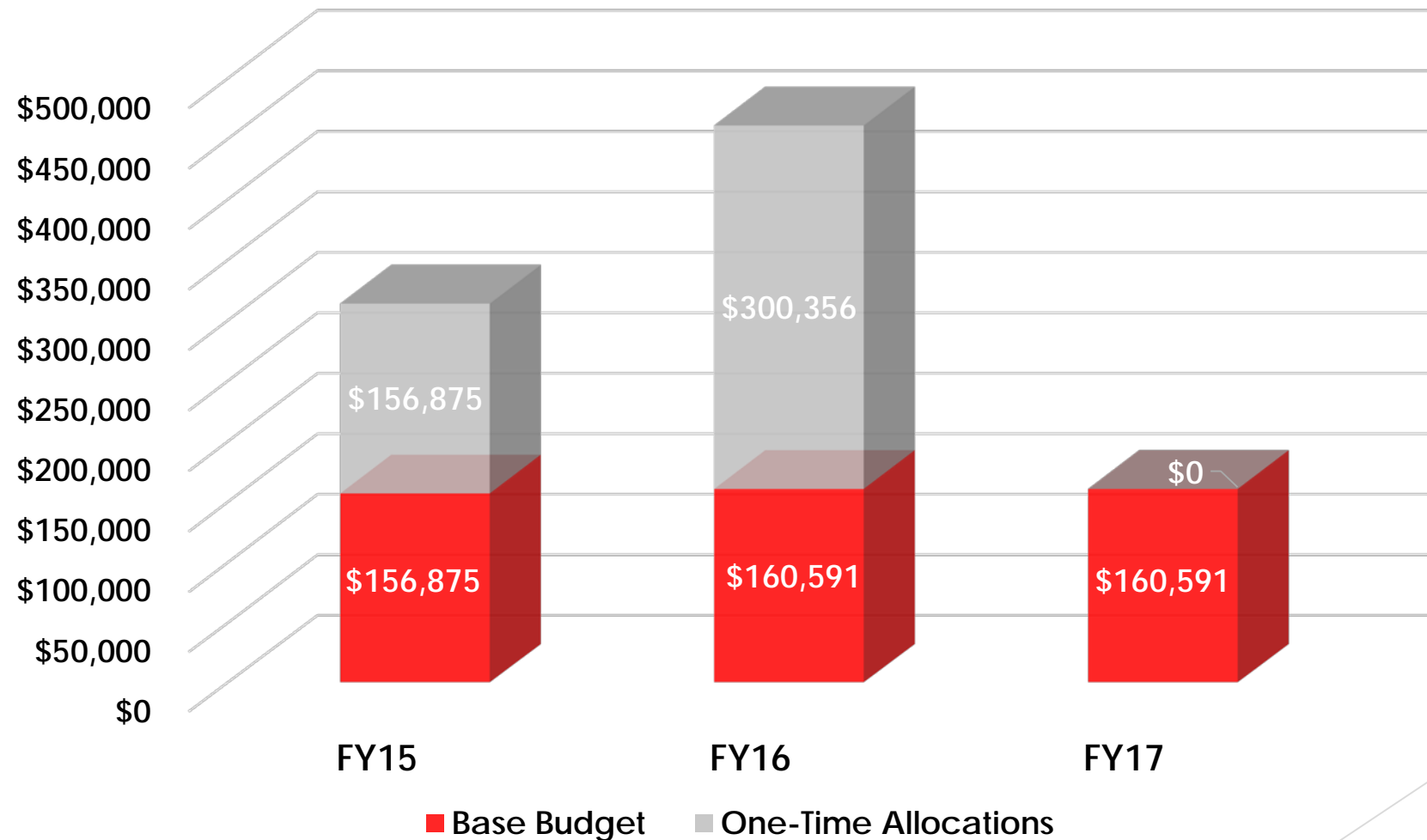
- ▶ Fiscal Responsibility
 - ▶ Lowered Cost Per Student
 - ▶ In-house Marketing
 - ▶ Made Use of Sponsorship Opportunities
- ▶ Continued Collaborations With Other Units
 - ▶ Total Number Increased
 - ▶ Houston Area Partnerships As Well As Campus Organizations
 - ▶ New Collaborations



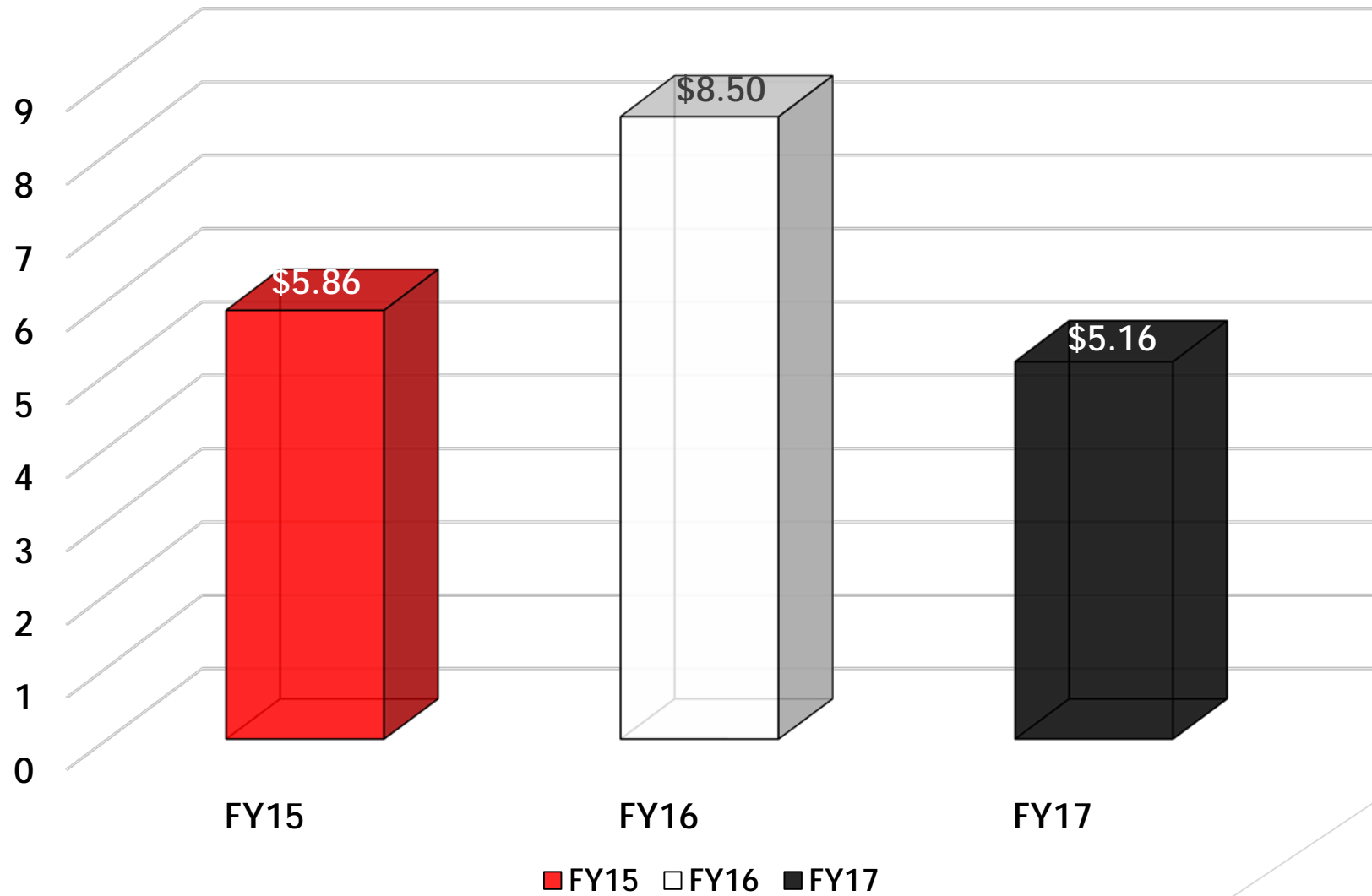
Reported Attendance



Budget (Base Budget + One-Time Allocations)



Cost Per Student

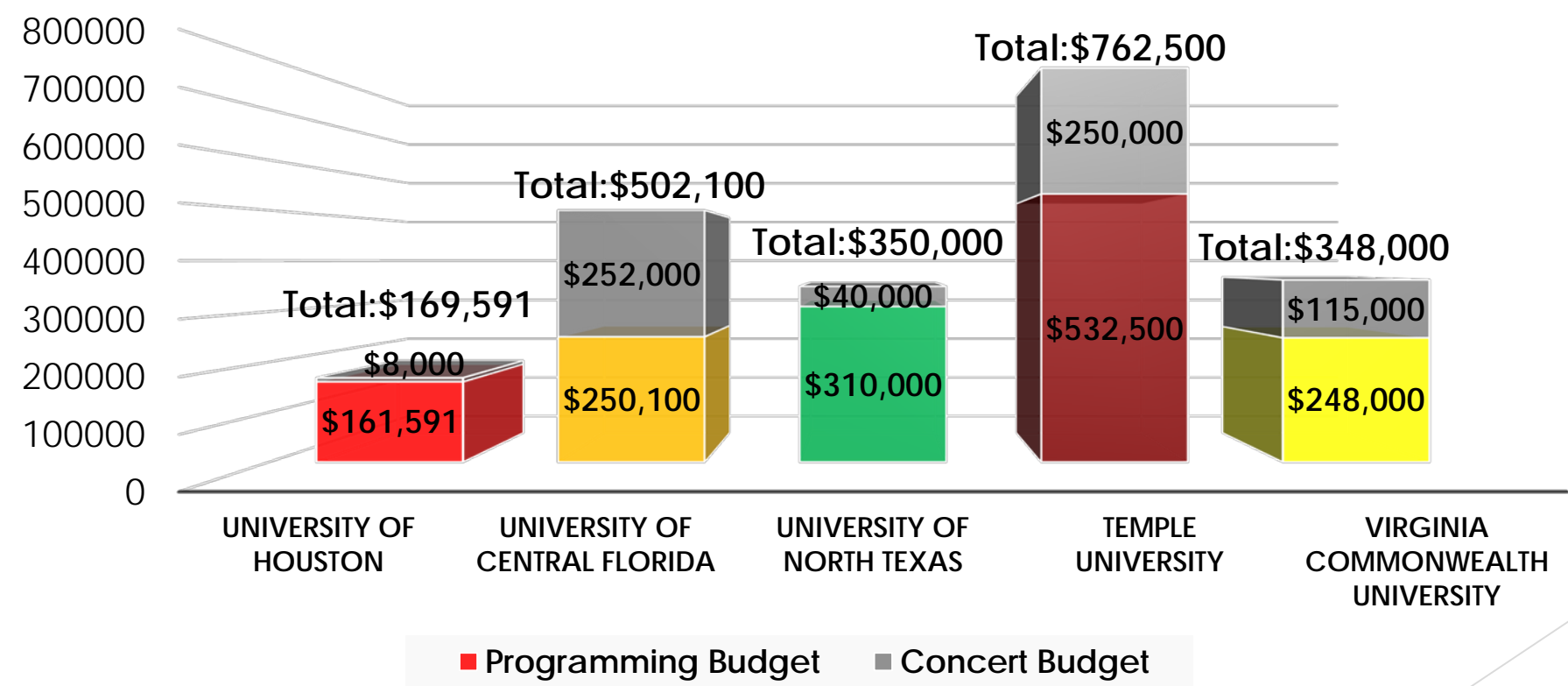


Challenges

- ▶ Board Turnover
- ▶ Fewer major concerts than previous fiscal year
- ▶ Adjustment to new method of attendance tracking

Benchmarking Research

University Funded Budgets



Base and One-Time Request Summary

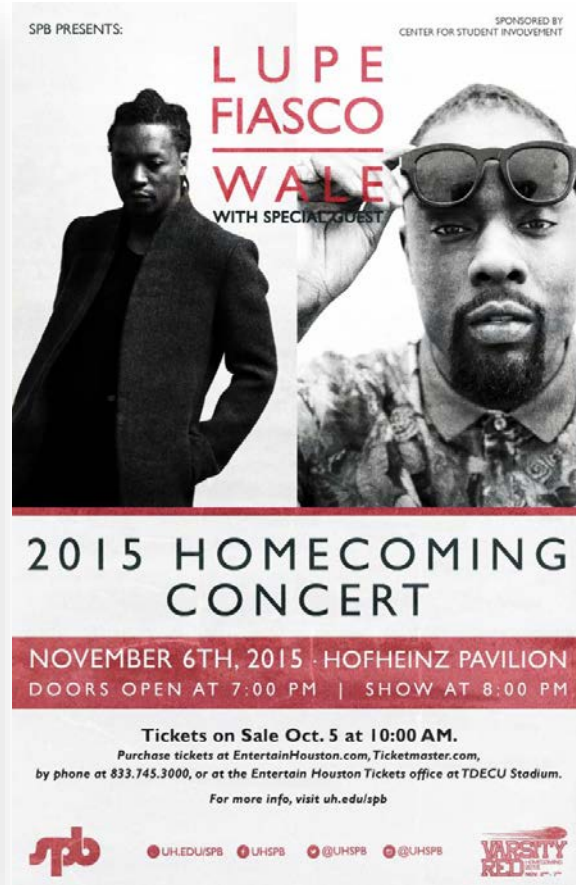
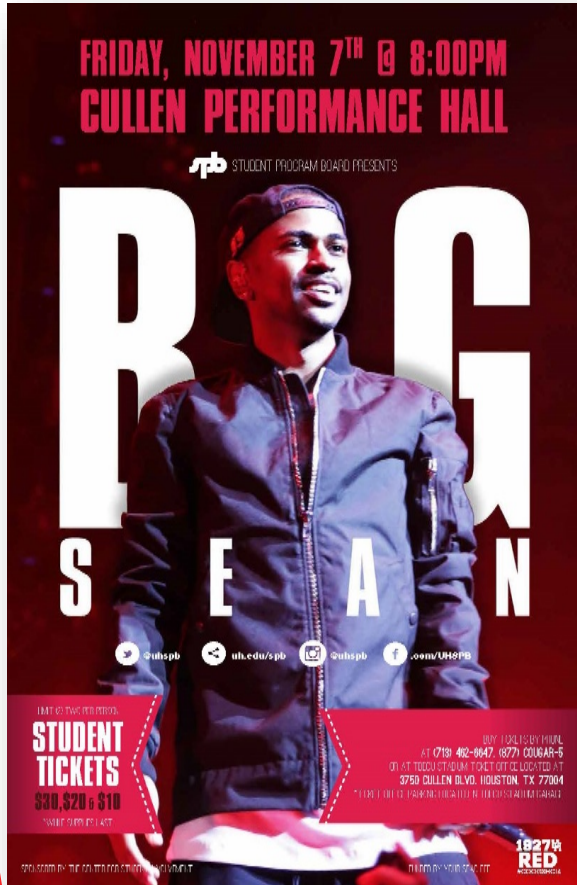
One-Time Requests

- ▶ FY19 Concert Programming
- ▶ FY18 & FY19 Stuff-A-Bear
- ▶ FY18 & FY19 Cinema

Base Requests

- ▶ FY19 Concert Programming
- ▶ FY19 Stuff-A-Bear
- ▶ FY19 Cinema

FY19 One-Time Request Concert Programming



FY2019 One Time – Concert Programming

Performer Fee	-	\$120,000.00
Middle Agent	-	\$12,000.00 (10% Performer Fee)
Hotel/Travel	-	\$2,000.00
Catering/Green Room	-	\$2,000.00
Security	-	\$6,000.00
Marketing	-	\$6,000.00
Ushers (For Homecoming Concert)	-	\$2,200.00
Production	-	\$20,000.00
Subtotal	-	\$170,200.00
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UH Administrative Charge (6%)	-	\$10,212.00
Total	-	\$180,412.00

FY2019 One Time – Concert Programming

Lower Level (5K-30K)	Mid-Level (30K-50K)	Upper Level (50K-80K)	Imaginary (300K+)
Slim Thug	6LACK	T-Pain	Beyonce
Asher Roth	Cardi B	MGK	Kendrick Lamar
K Camp	Neon Trees	Lil Yachty	Drake

FY18 & FY19 One-Time Request Stuff-A-Bear



FY18 & FY19 One-Time Request Stuff-A-Bear

- ▶ FY2015 Attendance – 600
- ▶ FY2017 Attendance – 711
- ▶ Demand was higher than supply for both years and commonly throughout the years with 704 Bears last year.



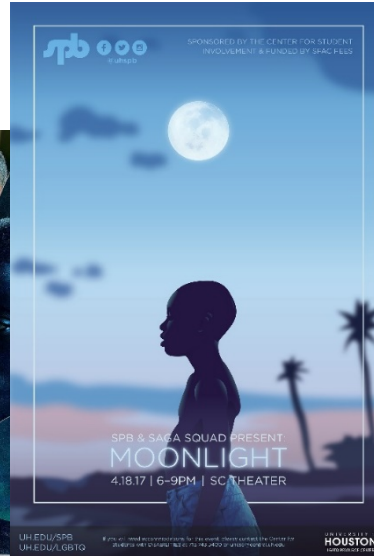
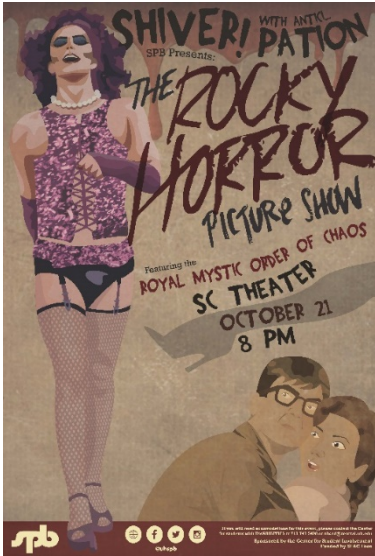
FY18 & FY19 One-Time Request

Stuff-A-Bear

► Summary of Expenses:

► Bear Supplies (825 Animals, Stuffing, Hearts)	-\$9,900.00
► Marketing	-\$500.00
► Photo Booth	-\$300.00
► Subtotal	-\$10,700.00
► <u>UH Administrative Charge (6%)</u>	<u>-\$642.00</u>
► Total	-\$11,342.00

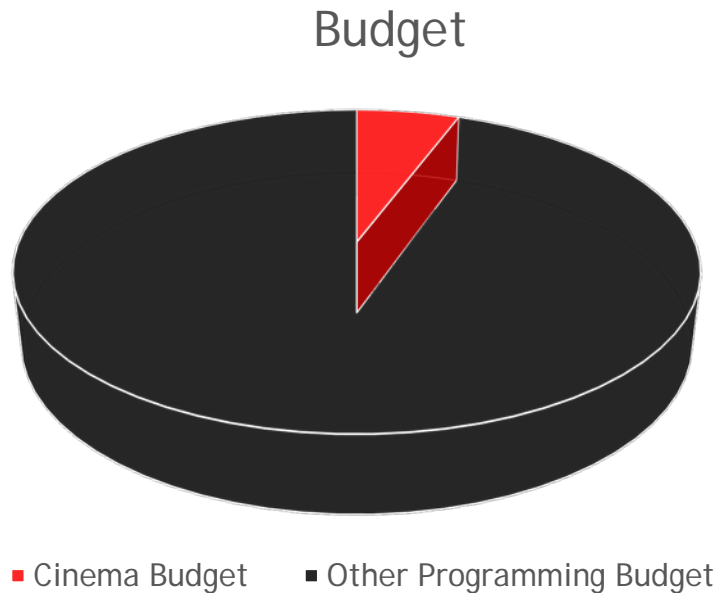
FY18 & FY19 One-Time Request Cinema



FY18 & FY19 One-Time Request Cinema

Cinema By The Numbers

- 13 Out of 16 Cinema Events Had A Cost Per Student of Less Than \$3.00
- 3,589 Attendees Out of 23,203 Attendees
 - ~15% of Attendance
- 6% of Actual Programming Budget



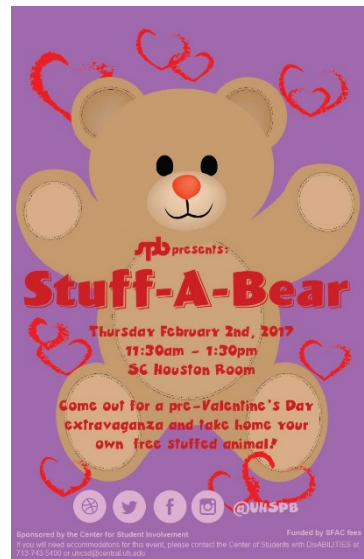
FY19 One-Time Request Cinema

Summary of Expenses:

Movie Rights	-	\$6,250.00
Marketing	-	\$1,750.00
Reservation/AV	-	\$2,000.00
<u>Subtotal</u>	-	<u>\$10,000.00</u>
UH Administrative Charge (6%)	-	\$600.00
Total	-	\$10,600.00

FY19 Base Request Summary

Base #1: Concert Budget	- \$180,412.00
Base #2: Stuff-A-Bear	- \$11,342.00
Base #3: Cinema	- \$10,600.00
Subtotal	- \$202,354.00



Acknowledgements

- Homecoming Board
- Frontier Fiesta
- Metropolitan Volunteer Program
- Student Government Association
- Auxiliary Services
- Council for Cultural Activities
- Center for Student Involvement
- Weeks of Welcome
- Auxiliary Services
- Venezuelan Student Union
- Gamma Beta
- Sexuality and Gender Acceptance Squad
- LGBTQ Resource Center
- Women and Gender Resource Center
- CoogTV
- Counseling and Psychological Services
- Sigma Alpha Iota
- Cougar Mentors
- Student Centers
- Cub Camp
- Food Recovery Network
- Coog Radio
- Coog Life
- AISEC
- NAACP
- Commuter Services
- Beta Chi
- Phi Rho
- Non-major's Orchestra
- Residence Hall Association
- Nourish International at UH
- Pre-Medical Collegiate Orchestra
- Tau Beta Sigma
- Kappa Kappa Psi
- Center for Diversity and Inclusion
- Ignite
- Graduate Indian Student Organization
- Indian Student Association
- Filipino Student Association
- Play for Keeps
- Delta Gamma
- Phi Mu
- HER Campus
- Urban Experience Program
- Bauer Women's Society
- Uncommon Colors
- Family Weekend
- SMART Cougars
- O-Team

Thank You SFAC Committee!
Questions?