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Homecoming Board SFAC FY19

**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**

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.

### **Executive Summary**

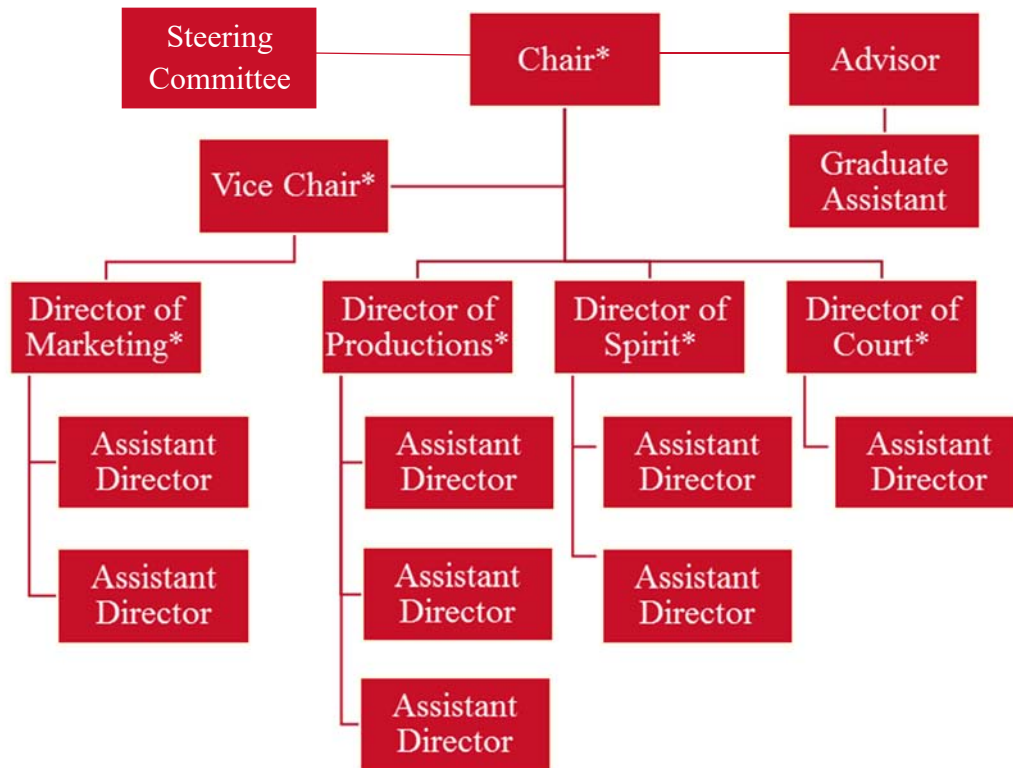
The Homecoming Board, one of the campus' treasured traditions, exemplifies unity between the University, alumni and the surrounding community. The Homecoming Board plans a week of events for the UH community (students, faculty, administration, and alumni) to showcase their school spirit. Homecoming brings feelings of excitement, school pride and fun to campus. Through various activities such as pep rallies and competitions, the Homecoming Board engages the student body to create lasting memories at the University of Houston, provides alumni with an excellent way to stay connected with their alma mater, and boosts student pride on campus.

The Homecoming Board is a Tier One event, and we work to include the values of tradition and inclusion into programming quality events for UH students. Homecoming has the ability to impact students' college experience through opportunities for engagement and involvement. The Homecoming Board strives to make each year unique for each member of the UH community with a creative theme, innovative ideas, and including multiple stakeholders on campus. The Homecoming Board 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 also an important entity that builds connections and relationships between the student body and alumni. The Homecoming Board molds engaged students into active alumni who continue to impact campus vibrancy well beyond their time at UH. Other university administration such as staff and faculty are invited to interact with students by judging and volunteering throughout the week.

The Homecoming Board is uniquely positioned to serve the diverse student body because of its ability to provide a common experience for every member of our community. The mission is executed by collaborating with different student organizations, committees and departments, who will assist with several activities during Homecoming Week. We hope to provide SFAC with the necessary information to support our goals and positively impact the University of Houston student experience on campus.

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.



\*Stipend Student Leader

List your unit's strategic initiatives and action steps identified for the 2016-2017 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:** Firmly establish a functioning, effective marketing and assessment plan to increase the presence and awareness of Homecoming's presence on campus.

**Action Step 1:** Develop a campus wide marketing campaign to brand Homecoming.

**Status: Accomplished.** Worked closely with the Student Centers marketing to create an inclusive marketing plan (which includes print marketing, collaborative marketing, and social media plans) and timeline to make sure our efforts intentionally inform students of Homecoming events.

**Action Step 2:** Conduct semester reviews on marketing and assessment plans in order to keep consistency and be up to date with all strategies and information.

**Status: Accomplished.** Surveyed students about how they heard about our events in order to determine which of marketing tactics we be used in the future.

**Action Step 3:** Implement inventory system for Homecoming's promotional items to assess the need for marketing items.

**Status: Accomplished.** Director of Marketing created an inventory system to make sure that the Homecoming promotional items distributed in specific amounts to last an optimal amount of time, and provide student incentive to attend certain events.

**Action Step 4:** Develop an efficient, effective marketing team for on-campus marketing and promotions.

**Status: Accomplished.** Hired Assistant Directors for the Director of Marketing to coordinate marketing runs with general volunteers to spread print marketing around campus efficiently. Through our efforts we are able to effectively market our events.

**Action Step 5:** Boost participation on social media by 5%.

**Status: In Progress.** Previous boards did not track their social media following, so we do not know if we have gained 5%. However, we have reported our social media numbers for this year and will hope to build on this in the coming years.

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

**Action Step 1:** Develop a five-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.

**Status: Changed.** As student leadership changes each year of Homecoming and budgetary circumstances remain fluid, it is a challenge to make a specific five year plan. However, the Homecoming Board continues to be strategic with our stakeholders and steering committee internally and externally.

**Action Step 2:** Maintain up-to-date research and benchmarked information from our peer institutions to gauge our services against those of other institutions.

**Status: In Progress.** Researched other schools' homecoming weeks to take notes on the structure of the week as well as innovative ideas for events during our Homecoming Week. We then used this to sculpt our week of events and create new traditions for campus.

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

**Action Step 1:** Establish a full functioning membership program so that continuation of leadership is always present in the Homecoming Board.

**Status: In Progress.** We are working to create better transitions among the Homecoming Board so that volunteers and Assistant Directors want to apply for the board the following year. We have created transition documents and plans to keep board members on the board for more than one year.

**Action Step 2:** Cultivate a comprehensive leadership training to transition committee members into directors and/or executives.

**Status: Accomplished.** We now have a retreat with Assistant Directors to help train them for Homecoming Week. Also we have meetings and trainings scheduled throughout the semester to prepare everyone for the week of Homecoming and give them insight into how Homecoming operations. Through all of these steps we hope to instill the interest to apply for the Homecoming Board the next year.

**Action Step 3:** Conduct yearly reviews and make necessary changes to our paid student leadership positions.

**Status: Accomplished.** For this year, we decided that the Director of Social Media was a job that the Director of Marketing would be able to handle the tasks. At the end of this year we hope to review and see about the implementation of a Director of Development to work on future sponsorships for Homecoming.

**Action Step 4:** Develop a Strategic Organization Plan to determine the direction and growth of the Homecoming Board.

**Status: Changed.** After further review of the fluidity of the Homecoming positions and budget. It is hard to say what the direction will be under future leadership. However, we will observe, and update if necessary, our constitution and mission to allow for an upward direction and growth of our organization.

**Strategic Initiative 4:** Continue to strengthen our collaborative relationships with organizations and departments to create quality events.

**Action Step 1:** Continue to seek out collaborations with departments and organizations, such as Bauer College of Business, UHPD, UH Health Center, and Professors with Pride.

**Status: Accomplished.** We have collaborations with several fee-funded organizations and RSOs including SPB, Frontier Fiesta, MVP, and RHA. We have also built relationships with Staff Council, UH Alumni Association, Athletics, Spirit of Houston, the Student Centers, and Center for Student Involvement.

**Action Step 2:** Work with the Center for Student Involvement to bridge the communication and enhance the collaborative efforts with Registered Student Organizations.

**Status: Accomplished.** Worked with CSI to send out email blasts to top three officers of all RSOs that are registered on Get Involved. In addition, we also worked with CSI to visit the carrel spaces and engage with each RSO to encourage them to be involved on a personal basis.

**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.**

Currently, we evaluate our progress through growth on our social media sites, as well as the attendance at our events through swiping stations. Growth can be attributed to a well-constructed social media plan and tabling events. The Homecoming Board has tabled at Weeks of Welcome events and at other events hosted by our university partners. As we get closer to Homecoming Week, we are planning on doing one to two tabling events per week. Our social media plan includes giveaways and planning reveals for key Homecoming information. On average, our social media growth has increased 26.67% over three sites since we initiated our plans. The Homecoming Board has taken a proactive approach to build awareness and excitement among the student body.

Ultimately, the method used to test our success in achieving these initiatives will be how many attendees we record at the 2017 Homecoming events. After these numbers are recorded, the Homecoming Board will assess the effectiveness of our overall marketing campaigns and communicate these findings in our transitional documents.

#### **FY17 Major Homecoming Event Attendance**

<b>Date</b>	<b>Event</b>	<b>Attendance*</b>
	<b>Homecoming Events</b>	
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
	<b>Homecoming Collaborations</b>	
11/11/16	Rock the Campus (w/ MVP)	321
11/11/16	Homecoming Concert (w/ SPB)	330
<b>TOTAL</b>		<b>5088</b>

\*Attendance was gathered through swiping stations and counted on Get Involved.

**Please discuss any budget or organizational changes experienced since your last (FY2018) 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.**

Since our last SFAC requests, some changes the board experienced the redefining of a position and the decrease of assistant directors we selected. In past years, the board has consisted of the Chair, Vice-Chair, Director of Marketing, Director of Productions, Director of Spirit, Director of Court, and Director of Social Media and Assessment. The Director of Social Media and Assessment was not filled due to how close the duties of that position aligned with those of the Director of Marketing. Social media could easily be run by the Director of Marketing and we saw it unnecessary to have a position solely for social media. As for the decrease in assistant directors (ADs), this decision came from the abundance of ADs seen in past years. Although more hands does help the organization, we determined that volunteers could be used instead. It also makes it easier for each director to cultivate the growth of their ADs when they only have to focus on one or two.



**If your unit concluded FY2017 with a Student Service Fee (SSF) Fund 3 addition to the SSF Reserve in excess of \$5,000, please describe the conditions which caused the addition and provide a line-item identification of the budgetary source(s) of the addition (i.e. lapsed salary, conference travel, etc.).**

The Homecoming Board is returning \$3491.45 in fund equity this year.

**Please list your 2018-2019 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:** To provide consistent programming during the Homecoming Week of Events for years to come.

**Action Steps:**

- Plan and execute Bed Races and the 3D Cougar decorating competition to solidify a foundation for new traditions to continue during Homecoming week.
- Review schedule and determine the optimal positions for each event throughout the week.

**Strategic Initiative 2:** Increase the percentage of new organizations participating in Spirit Cup.

**Action Steps:**

- Plan and execute a presentation for RSOs that have not participated before, while scheduling times to present at meetings of different organizations.

**Strategic Initiative 3:** Cultivate a culture of collaboration with campus partners throughout campus to maximize budget.

**Action Steps:**

- Reach out and collaborate with at least two new departments/organizations each semester by expanding beyond our current areas of connection.
- Work with University Advancement to develop and implement systems to acquire event sponsors.
- Connect to the local Houston communities and search for opportunities to collaborate through the Mayor's Office of Special Events.

**Recognizing that the potential to generate additional Student Service Fee income for FY2019 base funding is extremely limited and recognizing that it is likely that some units will not be allocated the FY2019 base budget augmentations and/or one-time funds requested. Please provide a narrative of how your unit would accommodate a reduction of 5% in your total approved FY2018 base Student Service Fee budget and provide a line-item explanation of where budgetary cuts would be made.**

5% of the Homecoming Base Budget for FY2018 is \$3,543.95. With this cut to our FY18 budget we would have to cut marketing and apparel for next year's Homecoming Board. Every year, there is money set aside for the following board to be able to purchase certain supplies over the summer before the new fiscal year starts. For example, this year we were able to purchase save the date marketing designs, board apparel, and promotional items to help promote the date of Homecoming. With this 5% budget cut, next year's Homecoming Board would not be able to get that head start, and will cause the Homecoming Board to wait until September 1<sup>st</sup> to start designing, printing, and distributing marketing material with Homecoming being late October and early November. Below is a line item of some items we were able to get with the summer budget this year:

**FY17 Summer Budget:**

Board Apparel	\$900.00
Promo Items (Stress Balls, Sunglasses, Pens, and Water Bottles)	\$3,000.00
Save the Date Marketing	\$900.00
 Total	 \$4,800.00

**FY18 Summer Budget with Cuts:**

Total for Apparel and Marketing (Approx.)	\$1,256.05
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**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 Student Program Board supplies the budget for our annual Homecoming Concert.

**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. The Homecoming Board is uniquely positioned to plan and implement official Homecoming events for the UH Community.