

**2012 Cougar First Impressions  
Briefing to College Business Administrators  
March 8, 2012**

**15th annual CFI:** August 27-28, 7 a.m. - 5 p.m.  
(first two days of Fall 2012 semester)

**2012 Co-Chairs:**

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**Cougar First Impressions is sponsored by Staff Council** and offers students a chance to receive campus maps, directions to class and bottled water from UH staff members stationed across campus during the first two days of the Fall semester. The event is made possible by generous contributions without student fees.

**Mission:**

- To create a sense of community among staff, faculty and students by providing new and returning students with resources and qualitative customer service at key areas on the campus during the first and second day of class.
- To ultimately increase the retention of students at UH.

**Objectives:**

- To develop an annual program that is planned and implemented by the Staff Council, which directly benefits the University.
- To give Staff Council members the opportunity to exhibit leadership skills.
- To create a sense of community among staff, faculty and students.
- To increase the retention of students at the University of Houston.

**Recent Statistics (Fall 2011)**

- 19 tables all over campus
- 440+ volunteers
- \$20,000+ in cash and in-kind donations
- 19,600+ student questions answered
- 24,000 bottles of water given out
- 20,000+ donated items given out
- 10,000 frozen treats served at popular ice cream tent each year since 10th anniversary CFI in 2007

**NEW CFI PROJECTS**

**Thumb Drive Initiative**

- Donating paper flyers/brochures as student giveaways is discouraged; much does not get picked up and has to be thrown away.
- “Goodies” students can use (pens, pencils, highlighters, water bottles, etc.) are much more popular and can be used as advertising for the department’s website.
- In the past few years, University Information Technology (UIT) has donated USB thumb drives with UIT information as student giveaways; these have been very popular and get snatched up quickly.
- This year, CFI and UIT would like to increase the number of thumb drives given to students and include information from all campus units that would like to participate.
  - Units will be asked to provide information to be put on thumb drives by early/mid summer.
  - Units will be asked to contribute to cost of thumb drive bulk purchase; all are encouraged to use funds for thumb drives rather than printing your own brochures/flyers.
  - CFI/UIT will put information on thumb drives in an attractive and useful way and also include information on a central website.

**Spring CFI**

- UH is seeing growing numbers of students new to campus in Spring—particularly transfer students.
- In response, Staff Council held a successful Spring Welcome 2012 pilot program on January 17-18.
  - 6 tables
  - 80 staff volunteers
  - 3800+ student questions answered
- Staff Council is making a proposal to the President’s Office:
  - Make CFI a permanent semiannual event
  - Regular large Fall CFI and smaller Spring CFI

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**Requests to Colleges and Departments**

- CFI appreciates widespread campus support—please keep it up!
  - Encourage all units to donate (cash, in-kind, student giveaway goodies).
  - Encourage staff to volunteer as possible without affecting business operations.
- Consider contributing to the thumb drive initiative.
  - Think about what information your units would want on thumb drives to be given to students.
  - Think about funding for thumb drives in lieu of printing (please continue donating other useful goodies for students).
  - Be on the lookout for more information about the thumb drive initiative.