

# **Student Fee Advisory Committee FY2010 Report**

**U N I V E R S I T Y *of* H O U S T O N**



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and Department of Campus Activities Staff**

**Submitted on Jan. 29, 2009**

**STUDENT FEES ADVISORY COMMITTEE (SFAC)**

**FY2010 PROGRAM QUESTIONNAIRE**

**Department of Campus Activities**

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.

***Mission:***

The Department of Campus Activities cultivates student learning and development by providing quality programs and services for a diverse campus community.

***2008 in Overview:***

We accomplish our mission by personalizing a curriculum for individual student leaders and student organizations on topics including leadership, intellectual competence, emotional and resources management, and interpersonal relations. The Department of Campus Activities and the fee-funded student organizations serve multiple purposes that together form a unique experience and learning opportunity. The organizations and programs of this department are a lab setting for students to practice the skills that will enable them to successfully transition from college to the world beyond the university.

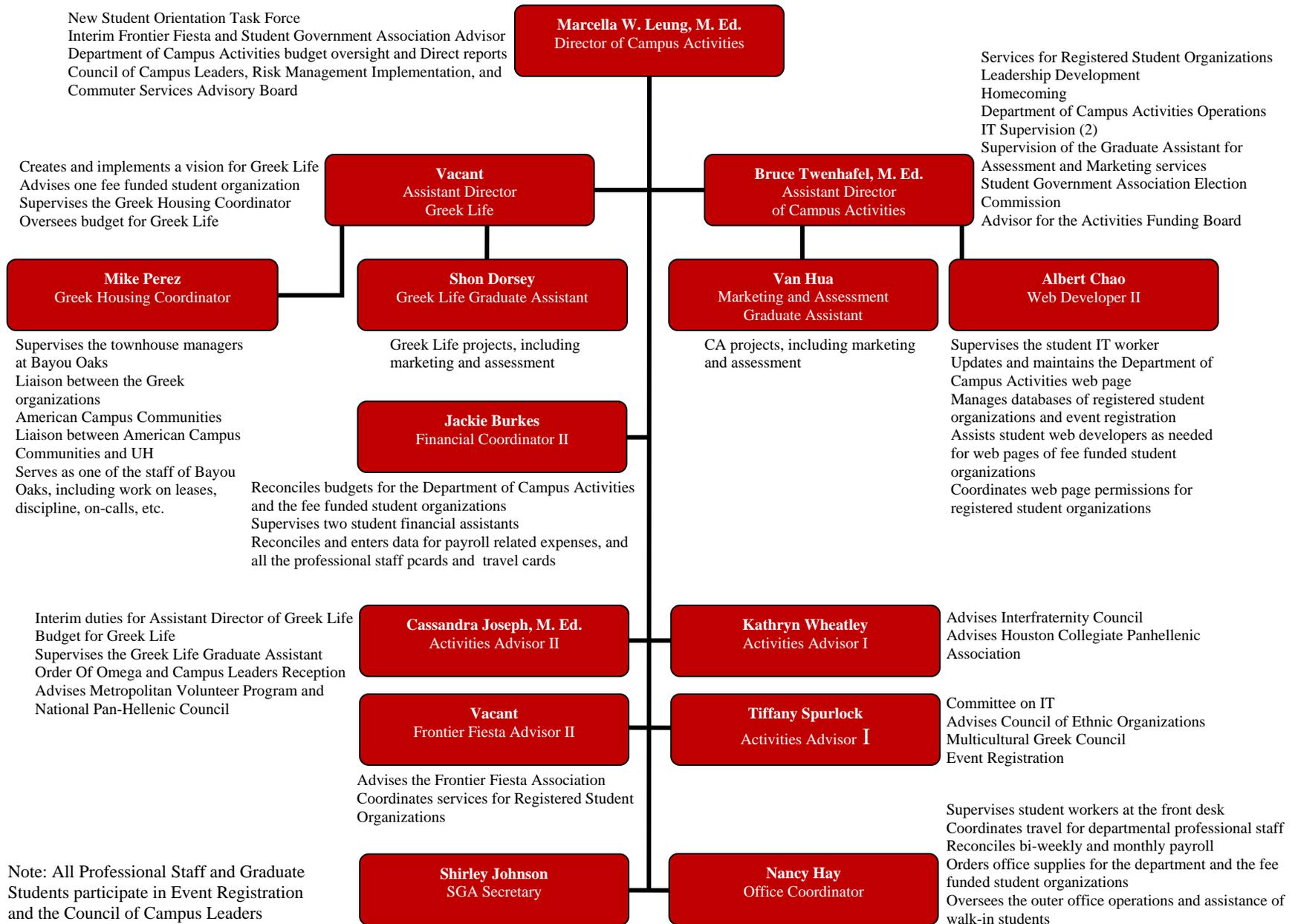
The Department of Campus Activities is 100% funded by student fees, and we seek to be careful stewards of this funding and to provide the University of Houston students an excellent value for their fee dollars by advancing the mission of the University and providing students an exceptional out-of-the classroom experience that will contribute to their success as students, influence students to stay in school and graduate in a timely manner, and build a life-long relationship with the University of Houston.

The last year has seen a number of new and on-going initiatives in the department, including a new mission statement. There are ten professional staff, two classified staff, two graduate assistants, and eight student staff in the Department of Campus Activities. The staff advises six fee-funded student organizations plus the Activities Funding Board, four Greek councils, provides services for over 350 registered student organizations, provides leadership programming, and participates in and promotes a number of Campus Activities, Student Affairs, and University initiatives.

Attached to this report are two Base Augmentation requests. The first is a request to provide support for the student staff portion of the federally mandated minimum wage increase, scheduled to take effect as of July 2009. The second is a third-time request for funding for Greek Life. This funding, which has been granted to the Department of Campus Activities as one-time funding in FY2007 and FY2008, supports all four of the Greek councils and provides the funding for series of programs and events focused on developing a healthy and vibrant fraternity and sorority community at the University of Houston.

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, custodian, etc), note this on your chart. Student employees should be cited on the chart and identified as students.

See Attachment



3. List the objectives that you provided with your 2008-2009 SFAC request. Please comment on your success in achieving these objectives. If an objective changed during the year, please note this and explain. Also, list any new objectives, the rationale for the addition, and comment on your success in achieving these objectives.

## **Goals for 2008-2009**

The goals for the Department of Campus Activities in 2008 were centered on moving the department forward by creating a vision for the department, addressing problem areas, and improving work-place conditions for the professional and student staff in the department.

- **Develop a new Department of Campus Activities Mission Statement**

*Status: Achieved*

The new mission statement for the Department of Campus Activities is as follows: The Department of Campus Activities coordinates and supports the implementation of quality programs and services for student organizations at an institution with a diverse campus community. The mission statement was developed through a series of staff retreats where the focus was on the creation of an understanding of the broad spectrum of programs, events, and services available through the department and to identify the areas of strength within the staff and to prioritize the services provided by the department. The mission statement will become a central part of the Department's advertising and marketing efforts and will be featured prominently on the web page and in the office space. The department uses the mission statement as a bench mark when determining goals and allocating resources.

- **Develop a Department of Campus Activities Strategic Plan**

*Status: Achieved*

Over the course of 2008, the Department of Campus Activities staff met in a series of retreats and staff developments culminating in a goal setting retreat in December 2008. The goals established are set out in the Goals and Objectives for 2009-2010 listed in this report. All of the staff in the Department of Campus Activities had an opportunity to participate in the retreats and planning sessions, and goals were established for all service areas within the department.

- **Develop a Department of Campus Activities Strategic Marketing Plan in order to inform students of opportunities to get involved on campus and learn leadership skills**

*Status: Achieved and on-going*

A marketing plan for the Department of Campus Activities was developed by a staff member in the 2007-2008 academic year. The marketing plan was conceptually strong, but needed additional information for implementation. The decision was made to complete the Department of Campus Activities assessment of services in order to target marketing efforts to those students and UH Community members who are unaware of the Department of Campus Activities programs and services. In order to conduct an assessment and utilize the marketing plan, the Department of Campus Activities, requested fund equity dollars for a graduate assistant position for FY2009 that would focus on assessment and marketing. The petition was approved, and the GA for Marketing and Assessment has been working in conjunction with other Department of Campus Activities staff to implement the assessment of services. The findings of the assessment will be matched to the concepts available in the marketing plan and collected into a master plan document. The marketing plan will be implemented incrementally over the 2009-2010 and 2010-2011 years as funding allows.

On-going marketing efforts include the following:

- Daily updates to the Department of Campus Activities web page
  - Information about programs and services in the Organization Orientations
  - Tables and displays at Organizations Fairs and at Cat's Back
  - A presentation to first time students and another to parents during New Student Orientation
  - Purchase of a page for the Department of Campus Activities in the New Student Orientation handbook
  - A panel of student leaders who discuss campus life and student organizations during Cougar Preview
  - Advertisements in the Daily Cougar at the beginning of each semester
  - Advertisements of specific programs through the Department of Campus Activities list serv
  - Advertisements of programs and services at the reception desk and direct mail to student organizations
- **Complete the event registration matrix, a tool for use by Department of Campus Activities staff and graduate students for use during Event Registration with Registered Student Organizations, fee-funded student organizations, and departments**

*Status: Achieved*

An Event Registration Matrix has been developed and is a tool for Campus Activities Staff when assisting Registered Student Organizations during the Event Registration Process. The Matrix provides a quick reference in determining the proper forms for specific events along with an "in advance" guideline for time sensitive due dates.

- **Update the training manual for Event Registration and retrain all professional staff on ER advising**

*Status: In Process*

Event Registration is the process that student organizations go through when they wish to hold an on-campus event that needs risk management or procedural advising. Student leaders meet one-on-one with a Campus Activities staff member to go through the event registration process. Thirty two staff hours per week are dedicated to "on-call" where students can walk in and work with a staff member to register their event. Event Registration is one of the major services that the Department of Campus Activities offers to student organizations. Departments that wish to program an event on campus may also meet with a staff person to discuss risk management and review University policies and procedures.

Event Registration has grown increasingly intricate and requires the staff to interpret University policies and procedures to a large number of students. Registrations number in the hundreds every year. Significant staff time is allocated to Event Registration between the on-call hours, registering events for fee-funded and Greek organizations outside of the on-call hours, assisting in the approval process with the Dean of Students, and working collaboratively with the other departments that are a part of the process. Since the inception of Event Registration, new policies and forms have been added which further complicate the process. The current practice of having the advising and graduate student staff in the Department of Campus Activities advise student organizations on Event Registration may not be the best way to provide high quality advising for organizations registering an event. The current on-call structure pulls staff away from their assigned advising duties four or more hours per week. The 32 hours per week being dedicated to the on-call process, the loss of work time to the professional staff, the increasing complexity of the process, and the

increasing number of registrations has led to the identification of a 2009-2010 goal to evaluate Event Registration.

All of the new staff and graduate students that joined the Department of Campus Activities received training on Event Registration. The training for the staff facilitated a conversation about the Event Registration process which culminated in a decision to updating the training manual when Event Registration has been evaluated.

- **Examine office processes and streamline, and eliminate, cumbersome or unnecessary paperwork or requirements**

*Status: On-going*

Efforts in this area have centered on putting materials on-line for students, and asking that Event Registration be reviewed during 2009-2010.

- **Assess student satisfaction with Department of Campus Activities events, programs and services**

*Status: On-Going*

The Department of Campus Activities has not had the opportunity to completely assess its events programs and services until this year. Motivation for the assessment came from a number of factors including the relatively low ranking that the Department of Campus Activities received on the Student Satisfaction Survey conducted bi-annually by Learning and Assessment Services, the fact that the Department of Campus Activities was represented by only one question in the Student Satisfaction Survey, a desire to tie marketing to those events and services most in need of advertising, a desire to know how students “inside” and “outside” of the department ranked the services and programs, a desire to tie goals and assessments to areas for improvement, and to have an assessment completed as the department begins the process of identifying learning outcomes.

All of the Department of Campus Activities staff and the student leaders from the fee-funded student organizations and the Greek Councils have been involved in the creation of the assessment. The staff persons responsible for creating and applying the assessment tool met with Learning and Assessment Services to talk about the Student Satisfaction Survey and how best to survey current students. Draft questions were created and revised with Learning and Assessment Services. The assessment is being administered between the time that this report is due and the presentations with SFAC. The survey will be administered electronically utilizing links on the Department of Campus Activities web page, advertising the assessment across campus, and sending links to the assessment through the Department of Campus Activities list serv. We look forward to reporting the results at our SFAC presentation.

- **Add services to the Department of Campus Activities web page**

*Status: On-going*

Updated items include event announcements, e.g. Homecoming, Frontier Fiesta, Greek Life programs and recruitment opportunities, student leadership opportunities with our fee funded organizations, and special university announcements, e.g. bowl trip information, civic responsibility and voter registration.

Registered Student Organization services include Organization Orientation dates/times. In addition, updates have been made with the addition of Risk Management program and important links, sample constitution for new organizations, and procedures for establishing a Federal Employee ID Number.

Our web and IT staff monitor the Department of Campus Activities web site to ensure valid links with our RSO database. In addition, the web and IT staff are researching solutions to update RSO procedures for on-line registration, updates, calendaring and event registration processes.

- **Revise the information in the Student Handbook that pertains to registered student organizations**

*Status: Achieved*

In conjunction with Academic Affairs, the information in the Student Handbook that is relevant to the Department of Campus Activities, fee-funded student organizations and Greek Life was updated for the 2008-2009 academic year. Updates included information on how to connect with student organizations and current information on services and programs offered through the Department of Campus Activities. The department believes that information resources published by other offices and departments are one of the primary ways that students who do not regularly utilize the University Center and the UC Underground can learn about the events, programs, and services offered by the Department of Campus Activities.

### **Goals for Services for Registered Student Organizations**

Services for registered student organizations (RSO's) is a growth area in the Department of Campus Activities. Focused attention on services for the 350+ student organizations at UH created an understanding of the significant amount of staff time that is spent providing and coordinating the services for this group of organizations. Bundling the services for RSO's has created a new advising area within the department and is reflected in the advising assignment for the Activities Advisor II, Frontier Fiesta and Services for Registered Student Organizations position that is currently posted. Services for RSO's will continue to be added as computer services develop, allowing the department to provide additional benefits including on-line Organization Orientations, organization registration, risk management materials, Event Registration forms, and more.

- **To provide programs and services for registered student organizations that comply with state, university and departmental guidelines**

*Status: Achieved and on-going*

Campus Activities annually reviews the Organizations Policy (University Student Handbook) and, if needed, will make recommendations to the University Hearing Board. A petition is going to the Hearing Board and then SGA in February 2009 to include the state-mandated risk management training into the Organizations Policy.

- **To develop web-based resources that will assist registered student organizations in the re-registration and development of new student organizations, that will provide campus and community resources, and will assist with organization maintenance.**

*Status: On-going*

Our web and IT staff will be installing touch screen monitors at the Front Desk to assist with customer service questions regarding RSO information and links. The new Department of Campus Activities front page will feature quick links for students seeking to start new organizations, register their student organization, find forms for Event Registration, and seek information on the risk management training.

Our web and IT staff are researching Urban 13 institutions to benchmark registered student organization web services. This includes moving to on-line services for registration/re-

registration, organization updates, and the potential for offering on-line orientations. Other options include an RSO event calendar, product/vendor information, program resources and links to important programs and services.

- **To provide recruitment and networking opportunities for registered student organizations that promote involvement and student development.**

*Status: Achieved and On-going*

The Department of Campus Activities offers a variety of Organization Fairs throughout the academic year. In FY08, the department offered 3 during the fall semester, 1 during the spring semester and 11 during summer freshman and transfer orientations. These recruitment fairs were held in the UC Arbor and the Rotunda of Campus Recreation. In addition, the department has supported organization fairs and panel discussions with Admissions and their Cougar Friday and Cougar Preview programs.

Campus Activities advisors work with their fee funded organizations and during on-call advising with RSO's to assist with planning activities that promote recruitment and retention of student leaders and their members.

A roster of registered student organizations is provided for publication in the University Student Handbook and the Faculty/Staff/Student Phone Directory each year.

## **Goals for Leadership Development**

The Leadership Curriculum will become one of the most significant programs offered by the Department of Campus Activities. The department has a number of successful long-standing leadership activities and presentations, but an emphasis on creating senior leadership development opportunities, student-driven leadership opportunities, and leadership opportunities that cross departmental and college lines will shape all new and existing Department of Campus Activities leadership programs.

- **Develop the Leadership Consultant role for seasoned student leaders into a more comprehensive experience**

*Status: Achieved*

To further develop the Leadership Consultant role into a more comprehensive experience, the following requirements were added to the LC expectations for the 2009 Mid-Winter Retreat:

- The two Lead Leader Consultants led two large group workshops.
- Lead LCs were responsible for maintaining the retreat itinerary and for making changes/adjustments to the schedule as needed
- LCs were responsible for facilitating all discussions within small groups and for the large group discussions

- **Continue assessment and improving Mid-Winter Retreat**

*Status: Achieved*

Former retreat Leadership Consultants (LC's) and attendees were interviewed to provide feedback on the components the students felt were necessary to keep from the previous year, and what should be incorporated or changed.

During the retreat, assessments were given to the attendees to provide feedback on the LC education sessions. The assessments were also used by the Department of Campus Activities full-time staff members to gauge the quality of the sessions.

Following the retreat, an overall assessment was conducted to gauge attendees' satisfaction and to provide feedback for improvements.

- **Provide financial support for students to attend global leadership experiences such as Leadershape**

*Status: Removed from Goals for 2008-2009*

In the current economic climate, sending students away for leadership training, when the department can create leadership training for many more students for the same dollar amount, is prohibitive. The department seeks to provide the best possible leadership programming for our students, and to provide leadership training for students at both beginning and advanced levels, but will pursue this training through cost effective measures. However, national leadership retreats do provide a unique experience and should be considered again in the future. One compromise has been to actively support professional staff becoming trained as facilitators and participating as faculty in national training seminars in order to tap into their expertise at our UH. One Department of Campus Activities staff person participated in a national Greek Life leadership retreat as a faculty member and has brought skills, activities, and insight back to the UH leadership series.

- **Innovate the Executive Leadership Retreat into a more collaborative event, involving partnering with other departments on campus in order to provide a senior leadership experience for student leaders of the fee-funded student organizations, the four Greek councils, the Residence Halls Association, and the senior leadership of the Daily Cougar and the Houstonian.**

*Status: Achieved*

The Executive Leadership Retreat, referred to as "XLR," historically has been a retreat held in early August for the senior student leadership. The focus of the retreat was daily skills development for fiscal affairs and organizational business rather than senior leadership development. This year the staff of the Department of Campus Activities invited the advisor of the Student Program Board and the advisor of RHA to work collaboratively to envision a different use for XLR and for the Council of Campus Leaders. The outcome of the collaboration has been a senior leadership seminar that focuses on three areas: leadership development using a text, The Student Leadership Challenge by Kouzes and Posner, networking opportunities, and information sharing.

XLR was very well received by the students (outcomes from the assessment are listed in Question 4 of this report). XLR was held in August, and except for September, there were monthly meetings throughout the fall semester which were each dedicated to a reading and specific leadership topic. Meetings for the spring semester are going to focus more on networking and information sharing with one three-hour "mini seminar" to cover the remaining material from the reading.

The Campus Activities staff found the Council of Campus Leaders and XLR to be very successful since it has allowed the staff to focus on advanced leadership issues, to introduce students leaders from across the campus to each other, and to work collaboratively with staff from other departments. The Department of Campus Activities wishes to continue to develop

XLR and to work with students to shape Council of Campus Leaders into a strong leadership resource.

- **Develop pipeline programming for Freshman and Transfer Students in order to prepare them for leadership positions throughout the university.**

*Status: In Process*

The Department of Campus Activities is dedicated to creating a leadership curriculum that provides opportunities for students at any level of leadership development. The department is dedicated to the belief that leadership is a series of learned skills that can be taught and are improved through reflection and study. Implementing new leadership offerings, other than XLR and Council of Campus Leaders, in 2008-2009 has been temporarily suspended until the department is fully staffed.

- **Create a leadership book club series that would be open to all students across campus and would focus on a new text or reading at each meeting.**

*Status: In Process*

The Department of Campus Activities hopes to add offerings such as this, possibly along with a for-credit leadership class, for students at UH. The goal of the leadership curriculum is to bring together students from across campus to learn leadership skills and expose them to the opportunities to practice those skills as member of the student organizations that exist on campus in order to further prepare our students for life after college. If the book club series becomes a part of the leadership curriculum offered by the Department of Campus Activities, “the club” will meet monthly, be facilitated by a member of the professional staff, and, like a traditional book club, focus on a new text or reading at each meeting.

## **Greek Life**

- **Create a strategic plan to implement the recommendations from the external consulting firm**

*Status: In Process*

The report from an external consulting firm, T. Jelke Solutions that detailed a list of suggestions for the UH Greek community, was released in December 2008. A workshop will be held on Wednesday, Feb. 4, 2009 for the fraternity and sorority presidents and their off-campus advisors about the report. The Department of Campus Activities staff hope that the presidents and the advisors will be interested in forming a committee to examine the report and recommend which suggestions the UH community should consider implementing.

- **Enhance Greek Leadership Retreat and increase participation across councils**

*Status: Achieved*

The fall 2008 Greek Leadership Retreat provided our fraternity and sorority members with leadership development and ways to conduct cross council collaboration. We incorporated seasoned Greek student leaders to organize and lead the various sessions at the retreat that served as our *Greek Retreat Facilitators*. The 35 seasoned and emerging leaders from all four Greek councils that attended focused on values-centered leadership to become a more high performing Greek Community. The two day event culminated with a workshop dedicated to a self-assessment of the community’s strengths, areas of improvement and opportunities for growth and development.

- **Continue hosting Greek-a-Palooza to promote and encourage joining a Greek Letter Organization**

*Status: Achieved*

Greek-A-Palooza was a four council welcome back promotional event to kick off the fall 2008 semester. We were able to raise awareness and create more excitement about fraternity and sorority life with this recruitment event. Over 182 potential new members attended and completed information cards and over 200 fraternity and sorority members from the four councils attended.

- **Assess the Greek Women's Leadership Seminar for effectiveness while continuing to collaborate with other department**

*Status: In Process*

The Greek Women's Leadership Seminar was supposed to occur in April 2008. This event did not receive the anticipated interest from the students and was therefore cancelled. The Department of Campus Activities feels that this event will be beneficial to the women who are involved in Greek Life and have made plans to improve the marketing for this event. We also feel that it will help to schedule the event at a different, less hectic time for the students during the semester. We plan on marketing earlier and having the schedule of speakers and topics available far in advance of the program. Topics covered at this seminar will include health, fitness, grooming, heart disease, self-esteem, and other women's issues. There were several specialists set to speak at the event last year who have expressed interest in being asked again. The date for this event is tentatively set for April 11 which leaves plenty of time between Frontier Fiesta and finals.

Assessment will be completed following a successful seminar this spring.

- **Expand Greek Give to include projects in the surrounding Third Ward community**

*Status: Pending*

Greek Give was a community service project benefiting the University of Houston Child Care Center. The four councils participated to give back to the university community and to increase awareness about Greek Life. Order of Omega National Honor Society was working to organize the event which was scheduled for September 2008 but was postponed until February 2009 due to Hurricane Ike. Prior to Hurricane Ike, we had 83 fraternity and sorority members sign up. We are currently looking at community agencies in the Third Ward area to serve during the Greek Give event.

- **Host a Faculty/Advisor Appreciation Event for those that have assisted Greek-letter organizations at UH**

*Status: Achieved*

Order of Omega hosted a Faculty/Staff/Advisor Appreciation event in May 2008. The students wanted to host an event to thank all faculty, staff, and advisors for all of their support during the academic year. The students presented certificates of appreciation to all that attended.

- **Increase the leadership component of the Townhouse Manager position**

*Status: Achieved and On-going*

In order to provide a stronger leadership experience, and to better utilize the townhouse managers, the Greek Housing Coordinator has implemented the following changes in their role: managers have been given more instruction on risk management policies and are asked to ensure its compliance, pass along all information in their chapter meetings received in their monthly Managers meetings, turn in weekly updates regarding any issues dealing with their houses, serve as a contact person during parties, serve as a contact person when questions arise regarding townhouse residents/occupancy issues/maintenance concerns/updates to living

situations, have all maintenance issues reported given to the managers so that they can submit and track the repairs, and have the townhouse managers serve as the first point of contact for Resident Assistants.

- **Create an on-line mechanism where current fraternity and sorority members can information share**

*Status: Pending*

There is currently a Facebook page dedicated to Greek Life at the University of Houston. It is not widely used in the Greek community and was created by staff members in the Department of Campus Activities.

Students have found a more negative outlet for information sharing provided by the website JuicyCampus.com. This website is at colleges and universities across the United States and provides a means for students to talk about other students, staff, events, etc. The posts on this site generally turn in a negative direction. Our Greek students have been utilizing the site heavily since the middle of the last semester (Fall 2008). There were particular groups and people targeted in these posts. This created quite a bit of tension in our Greek community, so a Greek Town Hall Meeting was instituted to try to take the situation in a positive direction. This occurred in November, before Thanksgiving break, and it was very successful.

The meeting was held in one of the townhouses at Bayou Oaks. All members of the fraternity and sorority community living in Bayou Oaks were encouraged to attend. Greek leaders spoke about their concerns with the website as well as ways that their individual chapters were dealing with the situation. There were other suggestions given to start a positive information sharing website for Greek life, and we now have students and staff members looking into the best arena to share good information about Greek organizations at the University of Houston. The feedback from the meeting was so positive that Town Hall meetings will be held once every other month to discuss issues within the Greek Community at Bayou Oaks.

NPHC shares positive information with a newsletter that is sent out electronically to alumni, members, and advisors. The new executive council for IFC is planning to start a similar newsletter to be sent to constituents.

### ***Other Goals for Greek Life listed in SFAC 2009***

A series of the Greek Life goals from 2008-2009 are In Process and may be reinstated when the Assistant Director, Greek Life position is filled. The position is posted with an anticipated fill date of June 1, 2009.

Greek Life goals that are In Process for 2008-2009 include the following: creating communication that informs parents and alumni of Greek Life activities and developments, implementing activities such as all-council dinners and creating council liaisons to improve intercouncil relations, advertising and marketing the "Greek Life Presents" speaker series to all students, working in conjunction with Services for Registered Student Organizations to develop an on-line Risk Management Module that each newly initiated member would be required to complete, conducting a needs survey of chapter advisors, creating workshops for

President/Specific Chapter Officers on Greek specific topics, and sending Greek-related information to the Daily Cougar to increase awareness of positive examples of Greek Life.

## **New and On-Going Objectives for 2008-2009**

There were twenty two New and On-Going Objectives for Spring, Summer, and Fall 2008.

- 1. Rewrite the job description for the Assistant Director, Greek Life and the Greek Housing Coordinator**  
Both of these positions experienced vacancies during 2008. Both positions needed review, and in conjunction with the students and staff that intersect with the positions, the job descriptions were revised in order to create agreement between the job description and the duties of the positions.
- 2. Respond to Hurricane Ike personnel and student needs**  
The Department of Campus Activities helped advertise the UH Pod location to student leaders, student organizations, and created electronic fliers that were sent out to the student population about the on-campus volunteer opportunities. In addition, the department had to be sensitive to staff issues during the weeks after the hurricane as many of the staff were without power for two or more weeks.
- 3. Promote experienced staff within the Department of Campus Activities**  
Cassandra Joseph has been promoted to an Advisor II position in recognition of her high quality work as an Advisor I. Cassandra's promotion gives the Department of Campus Activities the opportunity to take advantage of Cassandra's experience.
- 4. Increase the number of staff through use of fund equity and graduate students**  
In order to implement House Bill 2639, conduct assessment, and implement marketing strategies, Campus Activities requested to utilize fund equity for a one-time graduate student position for marketing and assessment.
- 5. Reassigning office space, carrel space, and storage space for student organizations in Campus Activities**  
Student Organizations that have carrel or office space within the Department of Campus Activities are responsible for maintaining a specific number of office hours. Organizations not meeting their commitment have been asked to vacate their space so that organizations who have expressed an interest in a carrel space or office can have space.
- 6. Participating in the initiative to assess the need to renovate the University Center**  
The Department of Campus Activities fully participated in the consultant visits and special election. The possible renovation of the University Center and the probable relocation of the Department of Campus Activities out of the University Center Underground to a more visible location within the University Center will provide visibility for the Department of Campus Activities which should translate into more opportunities for UH students to be connected to the university community.
- 7. Implement the Risk Management training under House Bill 2639**  
New for academic year 2008-2009 is the requirement that each university and college in Texas identify student organizations that need mandatory training on a series of issues

including risk management, student travel, alcohol and illegal drug use and sanctions. The University of Houston identified all social Greek-letter organizations, club sports, and fee-funded student organizations as needing to attend this training. The Department of Campus Activities worked collaboratively with the Wellness Center, the Dean of Students' Office, and the Campus Recreation Center to offer a series of workshops for the students and advisors that are required to attend the training. All of the workshops are also open to and advertised to all student organizations. Efforts will continue in the Spring 2009 semester to create an on-line training module for the off-campus advisors that need to complete the training.

**8. Reanimating Council of Campus Leaders**

A long-standing program in the Department of Campus Activities, the Council of Campus Leaders was restarted in August 2008. In conjunction with the student leaders participating in CCL, the goals of the council are to provide students with networking opportunities, allow student leaders to communicate upcoming programs and events, and provide an opportunity for senior leadership development. Officers from the fee-funded student organizations, the four Greek councils, the Orientation Team, and The Daily Cougar and The Houstonian are invited to participate.

**9. Creating an improved presentation in New Student Orientation for the departments in the co-curricular portion of NSO**

In conjunction with Campus Recreation, the Bookstore, and Athletics, a new schedule and presentation was created for the summer orientation sessions that would provide students with a better understanding of the opportunities within each of these departments for events, programs, UH Traditions, leadership and student employment.

**10. Texas Education Coordinating Board nominees**

In conjunction with the Student Government Association and the Office of the Vice President/Vice Chancellor for Student Affairs, the Department of Campus Activities advertised the opportunity to serve on the Coordinating Board and worked to identify students who would make quality candidates for the positions

**11. Conducted a survey of Greek Life/Frontier Fiesta**

This Fall 2008 survey was conducted in order to determine what challenges and needs the Greek organizations have in participating in Frontier Fiesta. Between the four councils, there are organizations that have a long history of participation and organizations that have not participated at all. The survey was conducted in order to determine how to help organizations return to Fiesta and how to bring new organizations into the festival. Further information about the survey is detailed in Question 4. The main finding of the survey was that organizations need more financial assistance, from both on-campus and off-campus, in order to participate. Frontier Fiesta found ways to address this need and will talk about their efforts in their presentation.

**12. Identifying report card materials for the Department of Campus Activities**

As a part of the University's initiative to move towards Tier 1 status, all the departments in Student Affairs identified areas for growth for the next academic year. The Department of Campus Activities is particularly interested in raising the score the department receives on the Student Satisfaction Survey.

**13. Provide student volunteers for The Investiture, supervise student volunteers at ceremony**

The planning group for The Investiture wished to have a visual representation of the diversity of the UH students at the ceremony. It was decided to use the flags from the World Affairs Lounge to visually exhibit that diversity. The Department of Campus Activities, along with the Office of the Vice President/Vice Chancellor for Student Affairs, advertised the opportunity to UH students to serve as a flag bearer in the ceremony. In addition, the Department of Campus Activities staff assisted at the ceremony, serving as assistants back stage with the flag bearers. 135 flags were carried into the ceremony.

**14. Re-evaluate student wages and create assessments and incentive program for student workers**

When the minimum wage increased in Summer 2008, the department used the mandatory hike as an opportunity to review the pay structure for the three kinds of student workers employed in the Department of Campus Activities. The findings were that that department was under paying our students workers and that the department was not competitive with other on-campus departments. A pay scale, evaluation structure (in process), and incentive program for the students workers were created in order to provide a mechanism for evaluating student workers and rewarding good performance.

**15. Contract for new Department of Campus Activities web page front page, work to link Department of Campus Activities front page with UH main page**

Currently the University of Houston main page links students interested in on-campus activities and opportunities to an internal portion of the Department of Campus Activities web page. The department contacted the UH Marketing Department and requested that the link be changed to the department's main page. Efforts to make this happen are under way. When the link is changed, students will see a newly redesigned Department of Campus Activities web page that will provide clearer direction to users who are seeking to utilize services offered through the department on the web.

**16. Participation in AFA and NASPA by staff**

One of the department's experienced staff members, Cassandra Joseph, was invited by the Association of Fraternity Advisors to present at their national convention. In addition to this accolade, Cassandra is heavily involved in the association, providing leadership at the national level in the field of Student Affairs. This year, our two newest staff both attended AFA.

In Spring 2008, three of our staff attended the NASPA – Student Affairs Administrators in Higher Education. One of the staff participated in the placement exchange, interviewing candidates for then-open positions in the department, and one of the staff presented at this prestigious conference.

National conferences are one of the best ways for professional staff to receive staff development. Travel to the conferences inevitably brings new ideas and initiatives back to the home campus.

**17. Staff retreats for the development of the Mission Statement and establishing 2009-2010 goals**

One of the most important achievements for the Department of Campus Activities this year was the creation of a new mission statement. The process to create a new statement was long and very deliberate because it was important for all staff to have an opportunity to participate and give input. The final product represents the department and is being

used to help guide goals. The staff reviewed the mission and used through out the in-house retreat to establish goals for 2009-2010. The next step for the department will be to examine CAS standards for campus activities departments and to establish learning outcomes.

**18. On-going support of Cougar First Impressions, New Student Orientation and Cougar Preview**

The Department of Campus Activities hosted and staffed a table during Cougar First Impressions, participated in a session for all new student, another session for parents, and hosted Organizations Fairs at all the New Student Orientation sessions during Summer 2008, and the department organizes a panel of students leaders that speaks to Cougar Preview participants about on-campus involvement and their leadership experience

**19. Participating in on-campus staff development opportunities**

Staff in the Department of Campus Activities participated in a number of the on-campus audio conferences during 2008. These included:

- Facebook, Myspace & On-Line Communities: What Your College Must Know
- Co-curricular transcripts
- Sustainability Conference, UC hosted
- Student Advising Conference, UC hosted
- Veterans Needs Conference, VSO hosted

**20. Participation in the work group on student co-curricular transcripts**

One of the audio conferences focused on co-curricular transcripts. A co-curricular transcript is a document created by a University that lists a student's co-curricular involvements during their time on campus. UH is interested in the possibility of creating a co-curricular transcript, there are multiple logistical issues to consider. After the audio conference, a group of interested staff, including one from the Department of Campus Activities, have continued to meet in order to compile research on co-curricular transcripts.

**21. Training for staff, student leaders, and student workers**

**Mandatory Training**

A large amount of time in Fall 2008 was dedicated to the mandatory training required by the University for all employees. Professional and bi-weekly staff quickly completed their training, but motivating the student leaders to finish their assigned on-line tests required significant time and energy.

**Voluntary**

One of the advisor staff had the opportunity to participate in a 50 hour leadership course offered through the University for free during Summer and Fall 2008 which has provided the department with leadership resources and stronger skills for the advisor.

**22. Successful completion of a search for the Greek Housing Coordinator and the Activities Advisor I-Interfraternity Council and Panhellenic**

The Assistant Director of Campus Activities and our Activities Advisor II both chaired search committees in 2008 that culminated in the successful hires of two new staff. Searches require a great deal of staff time, not only from the staff persons that are coordinating the search and chairing the search committees, but also from all of the staff in the department who attend multiple interviews with the candidates, and for staff within the division of Student Affairs who also participate in interviews. Both searches required

multiple rounds of candidates, and resulted in exceptional hires for the department. The Department of Campus Activities will once again be devoting significant time to staff searches in order to fill the Assistant Director, Greek Life and the Activities Advisor II – Frontier Fiesta positions.

4. Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned objectives and their importance as compared to other objectives that you might pursue. Where data exist, discuss the number of persons served by each of your programs and the satisfaction level of those served. Please provide the method for collecting these data.

## **Assessment in the Department of Campus Activities**

### **Greek Life/Frontier Fiesta Survey**

In order to identify issues that organizations face that participate in Frontier Fiesta, the Greek Life work group put together a survey that was administered to all social Greek-letter organizations in all four councils. Two-hundred and eighty-five students responded. Significant information from the survey includes the following:

- 65% of the students said that they enjoyed participating and attending Fiesta
- The participants of the survey were positive about when asked how they would like to participate in Fiesta in the future, with 59% answering that they would like to put on a variety show, and 37% reporting that they would be interested in hosting a carnival booth
- Organizations stated that if they could receive financial help, they would need between \$2,000 -- \$4,000
- Organizations stated that they spend between \$2,000-\$8,000 on Frontier Fiesta, for just their organization
- There were a significant number of participants in the survey that had not participated in Fiesta and did not appear to know how decisions were made about Fiesta.
- The most common ways that students in social Greek-letter organizations found out about Fiesta was through word of mouth or hearing about it from their older members.

The survey confirmed that student organizations would utilize more assistance, and at what level.

### **Council of Campus Leaders/XLR Assessment**

To evaluate the Council of Campus Leaders Retreat, a survey was administered to all of the 17 retreat attendees. Those surveyed were asked to rate the agenda, information presented and the food provided. They were also asked to give feedback on their overall experience.

- 82% rated the program either “good” or “exceptional”
- 65% rated the agenda either “good” or “exceptional”

After considering all of the feedback given, the general consensus was that the student enjoyed the program. A vast majority cited the networking opportunities and the chance to evaluate their own values and goals as fundamental benefit as senior. Students also demonstrated interest in the retreat’s continuation.

### **Mid-Winter Retreat**

The assessment from Mid-Winter Retreat was filled out by each of the students who attended. The assessment asked the attendees questions about what they learned at the retreat, what skills were gained as a result of the retreat, and what was learned from other attendees as well as from the Leadership Consultants. They were also asked to list positive and negative aspects of the retreat.

Students indicated that they learned a great deal about communication, cooperation, taking initiative as a leader, how to motivate members, how to collaborate with other organizations, and how to recruit and retain members within their organizations. The majority of students were excited to meet people from different student organizations across campus and to learn ways to communicate. Students said their LCs taught them about patience and motivation. They also said that their LCs demonstrated enthusiasm that they wanted to take back to their individual organizations.

Students generally felt that the educational sessions could be shorter, but that the information was useful. They would have preferred more outdoor activities.

### Campus Activities Numbers

- Student organizations registered with Campus Activities: 551
- Events registered in 2008: 564
- Organizational Orientations: 39
- Organization Fairs in 2008: 15
- Number of announcements sent out on the list serv: 250+
- Students Served by the Reception Desk: 3,094
- Total hours spent in student offices/carrel spaces for Spring and Summer 2008: 4822.7
- Phone calls received at the Reception Desk: 2, 150
- Office hours done by student organizations at carrel and offices: 4,026 hours (Fall 2008 only)
- Students that attended retreats: 91
- Greek Life Presidents' Roundtables: 2 per semester
- Three new Interfraternity Council organizations – Triangle fraternity which received its charter early in the Fall semester, Zeta Beta Tau, which received membership in the end of the Fall semester, and Phi Gamma Delta (FIJI) which began colonization at UH on January 26, 2009. New fraternities represent a significant shift in the Interfraternity Council which has been opposed to expansion until recently.

### Greek Life

Event	Assessment	Additional Information
<b>Greek-a-Palooza:</b> Four Council Recruitment event kicking off the Fall semester.	182 people completed an information card distributed after getting free hamburgers.	200 fraternity and sorority members from the four councils attended.
<b>T-shirt Exchange</b> Student exchange a non-UH college or university shirt for a UH shirt	159 students participated	T-shirts were given to MVP which donated them to Star of Hope
<b>Greek Leadership Retreat:</b> Leadership Retreat dedicated to community building and Greek specific issues	35 seasoned and emerging leaders from all four Greek councils attend.	This leadership retreat is significantly different in that it refocuses Greek organizations on values.
<b>Order of Omega Greek</b>	180 students representing all four	Awards are given for academic

<p><b>Awards Ceremony</b>  Awards Ceremony specifically for fraternities and sororities that focuses on reinforcing positive achievement in the Greek community</p>	<p>councils attended</p>	<p>excellence, outstanding programming, and outstanding achievement by Greek individuals and chapters</p>
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5. Please discuss any budget changes from your last (FY2009) 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 FY2008 with a Ledger 3 Fund Equity balance, please describe the conditions which caused the fund balance.
- All of the FY 2008 Ledger 3 Fund Equity from the Department of Campus Activities is from lapsed salary and benefit dollars for professional staff because of vacancies. All maintenance and operations fund were utilized.
    - Prior to the end of the fiscal year, the Department of Campus Activities requested to use \$29,966 in lapsed salary dollars to fund shortages in Frontier Fiesta's FY2008 budget. These dollars when to cover security, some advertising, and some clean up expenses for Frontier Fiesta. These dollars are reflected in the Frontier Fiesta actual expenditures for FY2008 as "Campus Activities Fund Equity."
    - Campus Activities asked to utilize \$24,000 in fund equity from FY2008 Ledger 3 to fund the warehouse expenses for Frontier Fiesta for FY2009. These dollars are reflected in the Frontier Fiesta FY2009 as Other Income.
  - The Department of Campus Activities requested \$36,300.00 fund equity dollars in FY2008 to cover expenses for the following expenses:

Expense/Funding	Amount	Totals
1. Equity Pay for CA Staff	\$14,000	\$14,000.00
2. SVN Renovation		
Walls and doors	\$2,350.00	
Phone/data lines	Unknown (budget at \$1,000.00)	
Carpeting	\$4,000	
Fireproofing	\$5,000	\$12,350.00
3. Space Audit Rec.'s		
Phone/data lines	\$500.00	
Signage for Large Conf. Room	\$200.00	
Electrical outlets for carrels	\$1500.00	\$2200.00
4. Greek System Analysis	\$6,250.00	\$6,250.00
5. Touch Screen Registration for Registered Student Organizations	\$1500.00	\$1,500.00
Total		\$36,300.00

All monies except for the \$1500.00 for the electrical outlets for carrels were utilized. The \$1500.00 for the carrels was not utilized because the logistics of supplying the electricity made it unfeasible.

- The Department of Campus Activities requested \$25,148.00 in lapsed salary dollars for computer upgrades, to provide sponsorship for Cat's Back, and to fund the Marketing and Assessment Graduate assistant for FY2009. All monies have been utilized.

6. Please list your 2009-2010 objectives in priority order. Larger units may wish to group your response by subprogram. Under each objective, state the specific programs, activities, and/or services that you plan to implement to meet your objectives.

Goals for 2009-2010 were developed in a retreat with the entire staff. Our mission statement, "The Department of Campus Activities cultivates student learning and development by providing quality programs and services for a diverse campus community," served as our guide during the process. Goals for our department fall into the following categories: overall, services for registered student organizations, leadership, and Greek life.

#### Departmental

1. Post the Mission Statement on the website and publish it in the department and in our materials.
2. Explore marketing options for Department of Campus Activities
  - a. Signage leading to the Department
  - b. Advertising within the University Center
  - c. Advertising throughout the university
  - d. Create a Department of Campus Activities week
  - e. Place large posters advertising Campus Activities services on the wall leading to book buy back
3. Improvements to the CA web site
  - a. Updates section/electronic calendar
  - b. New front page
  - c. Links to UH page
4. Continue to collaborate with other departments both in and without Student Affairs
5. Continue to improve the state-mandated Risk Management Training
  - a. Initiate on-line training for advisors for 2009-2010
  - b. Determine penalties for not completing risk management training
6. Create a student employee evaluation to coordinate with pay scale.
7. Explore the creation of a Campus Activities Advisory Board (the CAAB) to provide student input and participation in the decision-making process within the department
8. Develop comprehensive learning outcomes programs for students that participate in fee-funded, Greek Life, registered student organizations, and Department of Campus Activities programs. Seek to begin measuring impact of participation in these organizations and programs on student learning by Fall 2010.

#### Services for Registered Student Organizations

1. Convene a committee of staff and students to review and revise the Event Registration process
  - a. Explore the possibility of creating electronic submission of Event Registration forms
  - b. Create a new Event Registration manual if the process is revised
  - c. Explore the possibility of revising the Social Event Policy as a part of the Event Registration revision
2. Install the touch screen computer at the front desk for walk up patrons and provide services on the screen for RSO related business
3. Create an alcove area of seating for RSO's who utilize the carrel spaces

### Leadership

1. Explore creating and offering a for-credit leadership class taught by the CA staff
2. Create a “Suggested Readings” list on the web page of leadership books and resources

### Greek Life

#### **Overall**

1. Seek permanent funding of Greek Life from SFAC
2. Create strategic plan to implement the recommendations from the external consultant
3. Re-evaluate the Relationship Statement and 5 Star process
4. Seek funding for new computers for the Greek Life offices
5. Benchmark other institution’s practices with on-campus Greek Life housing, especially in regard to leasing agreements between housing corporations and institutions

#### **Marketing**

6. Develop a press release to send to Daily Cougar to increase positive awareness of the fraternity and sorority community
7. Replace the Greek Guide with a CD of information about the UH fraternity and sorority community for distribution to prospective students, parents, staff, faculty, etc to continue to promote Greek Life
8. Update the website to include the information in the CD

#### **Leadership**

9. Increase leadership responsibilities of townhouse managers
10. Assess and continue to improve Greek Leadership Retreat
11. Host monthly Town Hall meetings and increase council participation from all four councils
12. Create a positive online mechanism for current fraternities and sororities that are in a council to use for information sharing
13. Revive the Greek Council of Student Leaders (student-lead body would implement activities like all-council dinners, Greek Week, alumni activities, and lead Greek Life programming)

#### **Programs**

14. Re-evaluate Greek-A-Palooza in order to continue hosting the event to promote joining Greek letter organizations
15. Continue current Greek Life programming, including Greek President Roundtables, New Member Orientation, Greek Life Speakers Series, Greek Give, and Faculty/Staff/Advisor Appreciation Luncheon Events
16. Create a program for new members (in addition to the general New Member Orientation) that focuses on new membership into a fraternity or sorority for all four councils to attend
17. Collaborate with other departments to host a Greek Women’s Leadership Summit

#### **Risk Management**

18. Evaluate council constitutions and bylaws for risk management statements
19. Create behavior and risk management expectations for athletic and special events

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.)?

The Department of Campus Activities receives funding for the Greek Housing Coordinator from American Campus Communities (detailed on the Other section in the Student Service Fee request). American Campus Communities is billed for the position based on time worked and salary earned. This year there was a \$1400.00 difference between what ACC paid and the cost of the expenses because there was a temporary vacancy in the position.

8. Please describe any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.

There is no overlap between The Department of Campus Activities and other units providing services to students.