



STUDENT HOMECOMING BOARD

SFAC REPORT 2009

Submitted January 29, 2009

STUDENT FEES ADVISORY COMMITTEE (SFAC)

FY2009 PROGRAM QUESTIONNAIRE

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.*

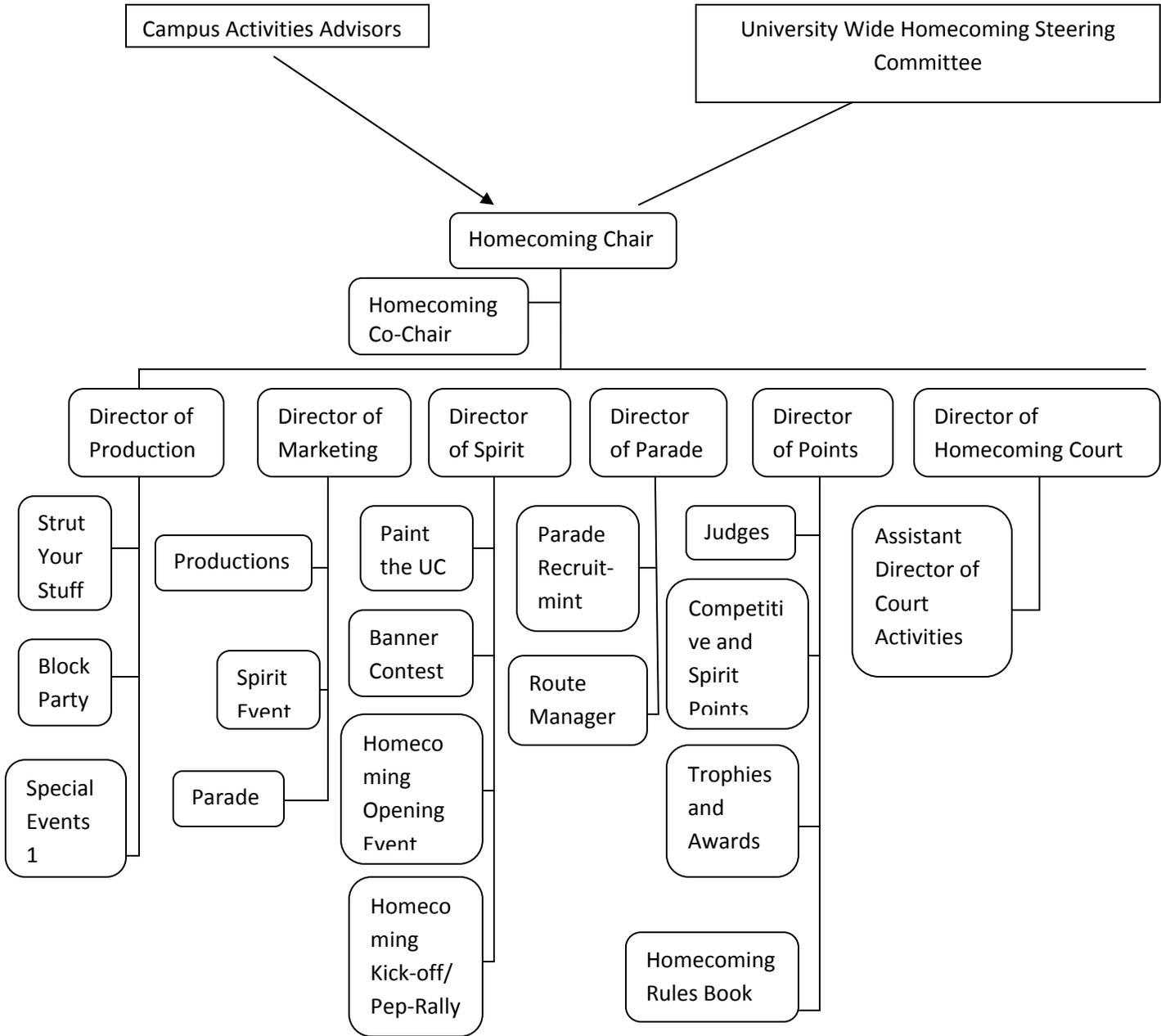
Mission Statement

Homecoming at the University of Houston is one of the oldest and dearest traditions on campus. The mission of Homecoming Board is to encourage campus pride in the student body that will translate into a life-long support for the University of Houston. It is more than attending a football game. It is **educating** students about UH spirit and traditions. It is **challenging** students to become involved in their university. It is **coordinating** events, competitions and rallies that encourage participation of the entire University community--students, faculty, staff, alumni and friends of UH.

Homecoming Board partners with the University Homecoming Steering Committee, the Metropolitan Volunteer Program, Residence Halls Association, Student Program Board, Coog Crew, Athletics, Staff Council, and the President's office in this mission. Traditional events include: Community Service project, Kick-Off Event, Strut Your Stuff, Cougar Pride Day and Rally, RHA Beauty Bowl and HC Block Party, Pre-game Parade and Presentation, HC Court Selection and Presentation at half-time, major concert, and Paint the UC and HC Banner contest.

The Student Homecoming Board is a valuable asset to the student body and the university community because it fosters life-long support for the University of Houston. Homecoming Board, along with the Frontier Fiesta Association, transitions active and involved students to active and involved alumni.

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.



3. List the objectives that you provided with your 2007-2008 SFAC requests. 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.

Objective #1: Organization

Goal: Present a week-long calendar of events for Homecoming 2008 in concert with the University Steering Committee and other student/staff groups that promotes campus traditions and encourages student involvement.

1. Attend and support the University Homecoming Steering Committee meetings and support university-wide homecoming events.

STATUS: Achieved

When the meetings were held, the Homecoming Chair and Co-Chair were in attendance, schedule permitting

2. Organize Homecoming Board through the appointment of interested and qualified students to assist in the planning of homecoming events and competitions.

STATUS: Achieved and On-going

All positions were filled by interested and qualified individuals. They were successful in their positions and accomplished tasks and goals.

3. Continue to plan and present traditional activities and events to include a community service component, opening events, Strut Your Stuff, RHA Beauty Bowl and Block Party, Paint the UC and Banner contest, selection of court and announcement of King and Queen, Spirit Day/Food event (Wednesday) and concert.

STATUS: Achieved and On-going

All of the traditional activities were held as they are every year from the Rock the Block event, to Strut Your Stuff, the Beauty Bowl, Paint the UC and Banner Contest, King and Queen, and our spirit day and all the pep rallies and Concert. In addition to all of these great events we also included a few more this year: T-shirt Contest, Street Parade and the Duke and Duchess Program. The vendor for the Block Party cancelled due to rain locations. Because of the nature of this co-sponsored event with Beauty Bowl a rain location was not planned.

4. Research and develop additional programs and traditions via web search and contact with other colleges and universities.

STATUS: Achieved and On-going

The continuing and expanding of the parade to a street parade was achieved through research from other universities as well as the structure and addition of singing acts to Strut Your Stuff.

5. Research and develop sponsorships to support current and new programs and traditions.

STATUS: Achieved

Events for UC 2010 were added to Homecoming Events to support and promote the transformation of the University Center.

6. Assess program components to include: involvement, attendance, and marketing.

STATUS: Achieved

Throughout the course of Homecoming we established incentives for attending the events, everything was free, points were given to organizations based upon attendance to each event, and we set up a marketing team that put out ads in the Daily Cougar, the CA and University websites, and the HC Face Book group, as well as passing out promotional items ranging from plastic footballs to tattoos and t-shirts.

Objective #2 Marketing/ Involvement

Goal: Promote student involvement and participation in Homecoming events.

- 1. Utilize student media outlets (Daily Cougar, Channel 6/SVN, on line communities) to promote campus traditions and homecoming events/competitions.**

STATUS: Achieved

After the list of events was finalized we began to promote Homecoming through such media outlets as the Daily Cougar and the on-line communities. There was a Face Book group established with updates sent out before each event. A list of events was posted and updates the week of Homecoming and individual ads were placed in the Daily Cougar to promote King/Queen selection process, HC Week Events and specialized ads for the HC Concert, Strut Your Stuff, and HC Parade.

- 2. Update event participation guidelines and documents and post to web site.**

STATUS: Achieved

All of the applications and details about each event were updated and posted via internet. HC applications were made available in the public hallway outside of the Homecoming Board Office, UC Underground.

- 3. Develop marketing/promotion plan of action to educate, inform and encourage participation in homecoming events.**

STATUS: Achieved

With the establishment of a marketing team, a plan of action was put into place that consisted of separated batches of promotional items to be used at each event. Plastic Footballs, pom-poms, tattoos and flyers were used leading up to the week of homecoming and even during event throughout the week leading up to the game. With all of these pass-outs it created a general excitement throughout campus, which brought more students to the events and ultimately the game.

Objective 3 Transition

Goal: Continue the transition of Homecoming Board from a committee to a fee funded student organization.

- 1. Finalize constitution and operating procedures.**

STATUS: Ongoing

Homecoming Board will continue this process as they further develop as a fee funded organization and explore new and different program traditions.

- 2. Review and update current office space and support services.**

STATUS: Achieved

There is an office for the Chair and Co-Chair with proper amenities to allow for easy completion of tasks as well as a work space for the rest of the directors and assistant directors.

- 3. Select Chair and Co-Chair/Operations by March 1 of each year; select Directors and Assistant Directors by May 1 of each year.**

STATUS: Ongoing

Applications are currently being accepted; applications due February 6. The current timeline provides for a selection of a new Chair and Co-Chair by March 1.

- 4. Plan and conduct a training workshop or retreat for Homecoming Board.**

Status: Achieved

A mandatory training workshop was held for all of the Homecoming Board to discuss Homecoming goals, goals for each position and developing action plans.

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.

Homecoming Board measures the success of Homecoming by the amount of students involved in the planning process for Homecoming Week, student organization participation, and event attendance.

Participation in **Homecoming 2008** (FY2009)

Participation is further measured by the number of groups as well as the type of groups that participated in Homecoming Events.

Year	Type of Organization	# of Organizations
2008 - 2009	Student	42
	Staff	0
	Athletic Teams	0

Attendance at **Homecoming 2008** (FY2009)

Overall attendance during Homecoming week increased

Year	Attendance (not including game)
2006-2007	9,000
2007-2008	10,000 (was also UH 80 th Anniversary)
2007-2008	9,000 (HC game-23,522)

Data collection was based on applications/registrations and estimated head counts.

5. *Please discuss any budget changes from your last (FY2008) 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 or behind in their self-generated income projections. In addition, if your unit concluded with a Ledger 3 Fund Equity balance, please describe the conditions which caused the fund balance.*

There were no changes to the budget.

There was fund equity of \$1,877. Contract and production costs for the 2007 Homecoming Concert (Second City Comedy) were lower than budgeted.

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.

Goal 1: Present a week-long calendar of events for Homecoming 2010 involving the University Steering Committee and other student/staff groups that promotes campus traditions and encourages student involvement.

Objective A

Attend and support the University Homecoming Steering Committee meetings and support university-wide homecoming events. As well as have more meetings to make sure that everyone is on the same page.

Objective B

Organize Homecoming Board through the appointment of interested and qualified students to assist in the planning of homecoming events and competitions. Assign these positions well before Homecoming to allow enough time to get everything organized.

Objective C

Continue to plan and present traditional activities and events to include a community service component, opening events, Strut Your Stuff, RHA Beauty Bowl and Block Party, Paint the UC and Banner contest, selection of court and announcement of king and Queen, Spirit Day/Food event (Wednesday), concert, t-shirt contest, street parade, and the Duke and Duchess.

Objective D

Research and develop additional programs and traditions via web search and contact with other colleges and universities.

Objective E

Research and develop sponsorships to support current and new programs and traditions.

Objective F

Assess program components to include: involvement, attendance, and marketing.

Goal 2: Promote student involvement and participation in Homecoming events.

Objective A

Utilize student media outlets (Daily Cougar, Channel 6/SVN, on line communities) to promote campus traditions and homecoming events/competitions.

Objective B

Maintain current print and web information with Homecoming event participation guidelines and documents and post to web site.

Objective C

Develop marketing/promotion plan of action to educate, inform and encourage participation in homecoming events.

Goal 3: Continue the transition of Homecoming Board from a committee to a fee funded student organization.

Objective A

Finalize constitution and operating procedures.

Objective B

Review and update current office space and support services.

Objective C

Select Chair and Co-Chair/Operations by March 1 of each year; select Directors and Assistant Directors by May 1 of each year.

Objective D

Plan and conduct a training workshop or retreat for Homecoming Board.

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.)?

There are no external funding sources for the Student Homecoming Board, other than possible sponsorships. Homecoming Board works with other student programming units, e.g. MVP, RHA, SPB, and Coog Crew, to co-sponsor certain homecoming events.

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 Student Homecoming Board and any other unit. The Homecoming Steering Committee provides coordinating support for the entire university's efforts in planning and presenting each year's homecoming program.