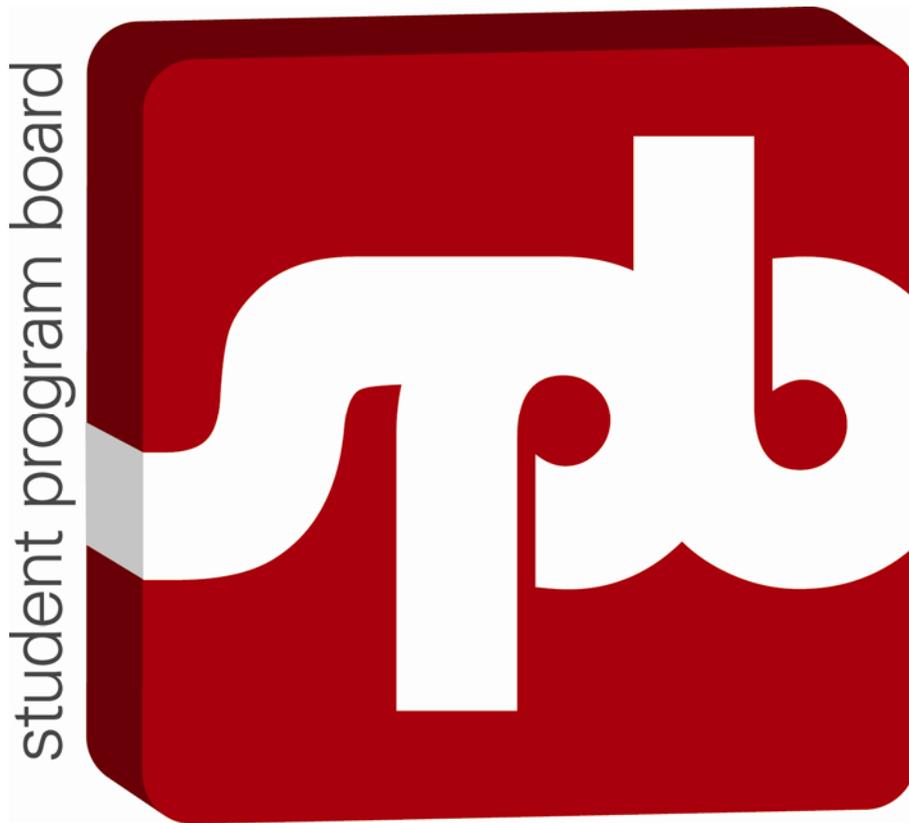


UNIVERSITY *of* **HOUSTON**

Student Program Board



Student Service Fees Advisory Committee

FY 2009-2010 Program Questionnaire

Question 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.

The Student Program Board (SPB) at the University of Houston exists to create programs that appeal to the student body by providing an array of diverse activities throughout the year in which all students are encouraged to attend. Our mission is to provide high-quality educational, enrichment and entertainment programs that enhance student life at the University of Houston and contribute to overall student development. This mission is accomplished by a series of annual objectives and the use of different evaluative instruments to assess our progress in achieving these objectives.

The Student Program Board objectives for FY 2008-2009, established by student leaders, that reflect our competencies in student life programming, student development enrichment, organizational effectiveness, volunteer retention and recruitment and fiscal management were:

- Increase student involvement in the SPB General Membership
- Co-sponsor events with a larger variety of organizations through collaborative event planning
- Improve marketing for SPB and all SPB events
- Focus on better quality programming
- Review organizational structure, effectiveness, and processes
- Establish a ticketing policy for large scale SPB events
- Focus on event planning and implementation by relinquishing ownership of all audio visual equipment owned by SPB

It is the Student Program Board's desire to continue to implement past objectives in all aspects of student programming while concentrating on the following new objectives for the FY 2009-2010:

- Improve marketing for SPB and all SPB events
- Focus on better quality programming
- Develop SPB student leaders' skills in leadership and provide SPB students with a learning experience
- Increase program involvement by SPB General Members.
- Create a Trips and Tournaments Chair position to provide UH students with more programming to fulfill their needs.

The Student Program Board believes that the student fees allocated to our organization directly impact the quality of programs and events, which provide opportunities for development and enhancement of the collegiate experience at the University of Houston. The educational, enriching and entertaining programs not only enhance their memorable times at the University of Houston, but also have a significant impact on growth and the learning experiences outside of the classroom. By providing programming that creates growth and socialization opportunities for all types of students, as well as provides an experiential leadership-learning laboratory for its members, the Student Program Board benefits UH students at many levels.

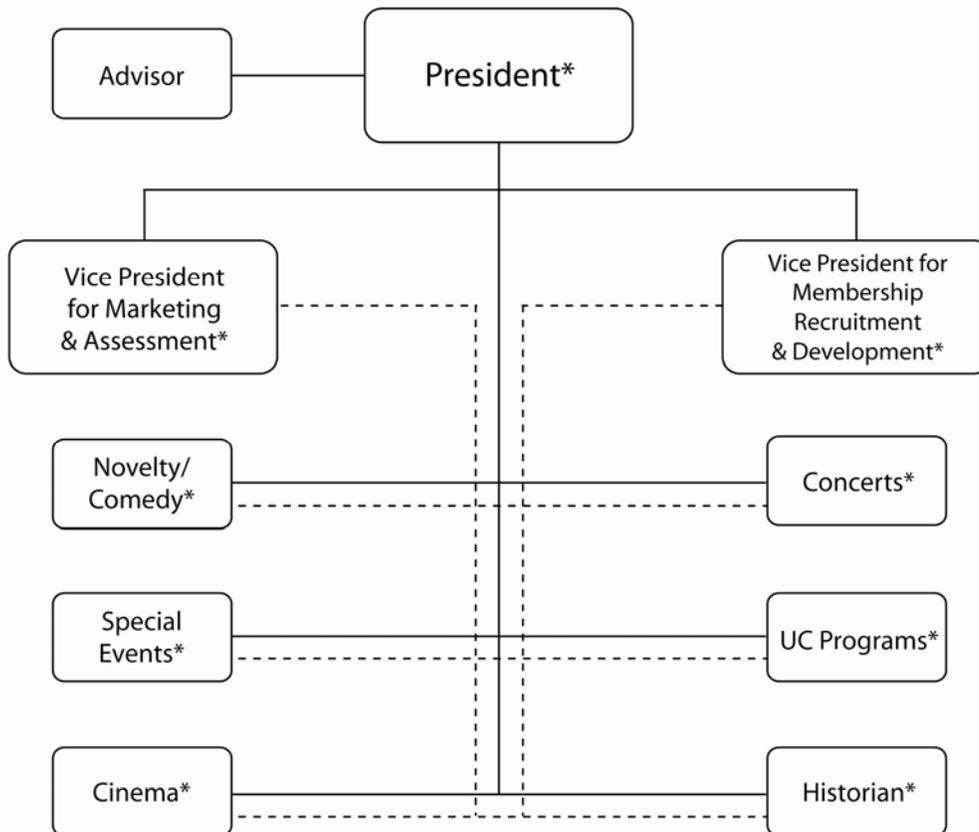


Question 2

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



University of Houston
Student Program Board Organizational Chart



*Compensated Student Leader

04-03-2007



Question 3

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

2008-2009 Objectives:

- **Objective #1:** Increase student involvement in Student Program Board General Membership
 - 1. Increase awareness of the Student Program Board General Membership by promoting the organization at each SPB event.
Completed/Ongoing
 - A SPB marketing table with SPB brochures, promotional items, upcoming event handbills, and marketing board is present at every SPB event.
 - Announcements are made at each SPB event reminding students that SPB is the organization putting on the program.
 - SPB Board Members wear SPB clothing at events as an additional promotional technique.
 - 2. Continue to hold general meetings every two (2) weeks throughout the year for all members of the Student Program Board and interested members of the University of Houston student community. During the meeting, update members on upcoming events and put them in contact with committee chairs.
Completed/Ongoing
 - SPB general meetings are held at a consistent time and location throughout the semester.
 - SPB program chairs update the general committee members of upcoming events, committee meetings, and volunteer opportunities.
 - Information covered at the general meeting can be found on the SPB website.
 - 3. Attend a variety of student organization meetings to inform as many students as possible about the Student Program Board General Membership.
Completed/Ongoing
 - The SPB president has been actively contacting student organizations to discuss SPB with organization executive members and at organizational meetings.
 - SPB organizational and event information has been distributed through the SPB listserv and the Campus Activities listserv.
 - SPB has continued partnerships with campus community and student organization on different campus wide events.
 - 4. Plan meetings at a time that will be convenient for a variety of students.
Completed/Ongoing
 - SPB general meetings are held at a consistent time and location throughout the semester.



- SPB general meetings are scheduled in the early evening to accommodate both commuter and residential students.
 - Members are reminded of the meetings through our weekly listserv email.
5. Create a more detailed member incentive program allowing those members who remain active and attend events regularly to continue to be rewarded.

Completed/Ongoing

- The SPB Vice President for Membership Recruitment and Development created a member incentive program (Appendix A) that included “missions” to entice members to remain active in SPB throughout the year.
 - At the end of the fall semester, 38 students had completed three missions or more and were eligible for incentives.
 - The incentive program has increased involvement and has been evaluated and improved throughout the year.
6. Utilize University of Houston demographic information to better understand the students we are trying to involve.

Completed/Ongoing

- The summer retreat provided a time for SPB board members to look at the demographic information of the University of Houston and provided an opportunity to be intentional about planning events to be welcoming to a variety of UH students.
 - SPB continually evaluates program proposals to make sure they are events for all demographics in the UH population to make sure every student has the opportunity to enjoy every event.
7. Plan activities for General Membership meetings to provide an interactive experience and allow students to develop relationships with one another.

Completed/Ongoing

- The SPB Vice President for Membership Recruitment and Development starts every SPB General Membership meeting with an icebreaker to allow members to become more comfortable and learn more about one another.
- Discussion about upcoming events and event ideas is encouraged to all attending the meeting.
- Previews of performers/movies are shown to the general membership to gather feedback and to help them become even more knowledgeable about the events they are helping with.

8. Continue summer semester programming in conjunction with New Student Orientation to attract new students to SPB.

Completed

- SPB hosted an SPB Night in the UC Games Room which provided students with free food, bowling, billiards, and table tennis. This event was planned in conjunction with a summer orientation so new students, in addition to current students, could learn about and become involved with SPB.
- Four (4) times during the summer, the SPB executives went around campus and passed out different snacks/food items that contained the



SPB logo to summer school students reminding them to check out the SPB website for upcoming events.

- SPB attended and marketed the organization at all organization fairs throughout the summer.
- **Objective #2:** Co-sponsor events with a larger variety of organizations through collaborative event planning.
1. Utilize the SPB Collaborative Events Application to make sure both parties are aware of expectations before the event planning begins.
Completed/Ongoing
 - The Collaborative Events Application is filled out by all organizations that are interested in working collaboratively on an SPB event.
 2. Work with a variety of organizations and departments within the university to provide a more representative sampling of activities for the UH campus.
Completed/Ongoing
 - SPB has distributed surveys (Appendix B) to different members of the UH population to gather more information about what events should be provided at UH.
 - SPB has worked collaboratively with many organizations including UH Athletics, University Center and Associated Facilities, Frontier Fiesta, UH Wellness, Cat's Back, UC 2010 Initiative, and Residence Life and Housing.
 3. Attend other student organizations meetings to find out what would interest the students on campus.
Completed/Ongoing
 - The SPB President has visited organizational meetings including Student Government Association, Frontier Fiesta, Inter Fraternity Council, and Pan-Hellenic Organization.
 - SPB Executives have been a part of the Council of Campus Leaders where fee-funded student organization leaders get together once a month to develop as leaders, learn about other organizations and discuss how to continually improve campus life at the University of Houston.
 4. Regularly meet with co-sponsoring organizations when planning events to ensure proper communication and a positive working relationship has formed.
Completed/Ongoing
 - SPB is actively involved in planning meetings with organizations when working on a collaborative event to develop a positive working relationship.
 - SPB met regularly with UH Athletics, Frontier Fiesta, and Cat's Back to ensure that the collaborative events would run smooth.
 5. Contact program boards at peer institutions to ascertain information about their organizations, structures, events, as well as learn what groups they work collaboratively with.
Completed/Ongoing
 - SPB executive members traveled to UT Austin in the summer of 2008 to meet with members of the Student Events Center. This meeting allowed



the UH and UT-Austin students to share information about event planning, organizational structures, and campus information.

- SPB leaders traveled to the Regional National Association for Campus Activities (NACA) Conference this fall and networked with program boards from other institutions throughout the central region of the United States.
- SPB will travel to the National Association for Campus Activities (NACA) National Conference this spring to network with program boards from throughout the country as well as maintain relationships with college booking agencies used to bring performers to campus.
- In the winter of 2009, SPB conducted benchmarking research about program board budgets throughout the country. Of the thirty plus (30+) institutions that were contacted, thirteen (13) responded with information about their programming budget and advising responsibilities. This information has helped the board assess the current structure and practices.

○ **Objective #3:** Improve marketing for SPB and all SPB events.

1. Enhance marketing strategies and produce materials according to the SPB Marketing Timeline.

Completed/Ongoing

- SPB utilizes the SPB marketing timeline to produce marketing materials in a timely manner.
- The Vice President for Marketing and Assessment works closely with each SPB chair to make sure the timeline is followed and that all marketing falls within budget.
- SPB works closely with UC CreationStation, when applicable, to create marketing materials that will catch the eyes of UH Students.
- The Vice President for Marketing and Assessment serves as the liaison between SPB and the UC CreationStation to ensure all marketing items are created and ready for distribution according to schedule. To assist with this, SPB utilizes a marketing needs form to provide UC CreationStation with details of each request.

2. Improve marketing in regards to flyers, banners, and press releases to keep the UH campus informed of SPB events.

Completed/Ongoing

- The SPB Vice President for Marketing and Assessment sends out press releases for each SPB event or activity to key faculty, staff, and media contacts at UH.
- SPB has created a Street Team which is a group of students that go out to campus to advertise the event by passing out handbills and hanging up flyers.
- The Vice President for Marketing and Assessment works closely with each SPB chair to make sure the timeline is followed and that all marketing falls within budget.
- SPB added a giant campus map to the office so the street team could divide up the campus and make sure all areas were covered with marketing.



- An email with all upcoming events is sent out weekly to the SPB listserv. All students are able to sign up for the listserv at any time of the year. Currently there are 998 students on the SPB list serv.
 - Table tents are placed in dining areas of the UC and UC Satellite to advertise events.
 - The SPB chairs, general members, and street team members are always trying to come up with new marketing techniques.
3. Utilize the SPB Marketing and Public Relations Committee to publicize SPB events.

Completed/Ongoing

- The SPB Marketing and Public Relations committee is also the SPB Street Team. They meet biweekly to brainstorm new marketing ideas as well as receive marketing materials for the upcoming events.
 - The Street Team members have Street Team t-shirts that are worn while passing out SPB event materials as well as to advertise the organization.
4. Continue to hold “Recruitment and Retention” week at the beginning of each semester in order to attract students’ attention.

Completed

- SPB attends organization fairs at the beginning of the year to promote involvement with SPB at the beginning of the year.
 - SPB participates in Student Leader panels for new students, FYRE students, Residence Life and Housing Training, etc. to let others know of the organization.
 - SPB works closely with Cat’s Back to provide programming during the beginning of the school year. During Cat’s Back, SPB provides activities for students to participate in while advertising the organization.
5. Maintain a consistent brand image for the Student Program Board, and ensure that the SPB logo is included in all marketing materials.

Completed/Ongoing

- SPB follows the SPB publishing guidelines so all print materials have consistent information. All SPB marketing materials must have the SPB logo, SPB contact information, and state “Funded by your SFAC Fee” before going to print.
 - All SPB marketing materials are reviewed by the Vice President for Marketing and Assessment and the advisor for consistency.
 - The SPB logo appears on all SPB marketing and at all SPB events.
 - The SPB logo and general organization information can be found at all SPB events (through brochures, the SPB banner, t-shirts, promotional items, etc.) to constantly remind students of the SPB brand image.
6. Continue to design fun and innovative promotional items with the Student Program Board logo to give away at different events throughout the year.

Completed/Ongoing

- SPB has catchy t-shirts (General Membership and Street Team), pens, yo-yos, backpacks, and Rubik’s cube key chains that promote the organization in a fun way at events and throughout campus.



- SPB continues to develop new ideas for promotions to catch the attention of the UH population.

7. Continue to maintain the SPB website by keeping it current and effectively communicating our image and mission to the University of Houston community. Regularly evaluate the website to make sure it is offering everything students need.

Completed/Ongoing

- The SPB website is constantly being updated with new information, pictures, and press releases.
- All board members have a picture and email address on the website so they can easily be contacted.
- The SPB logo and overall brand image is visible throughout the website.
- The Vice President for Marketing and Assessment along with the SPB Historian evaluate the website and find ways to continue to improve on a regular basis.

- **Objective #4:** Focus on better quality programming

1. Continue to plan events in a timely manner by utilizing the Program Proposal Form to ensure all details are accounted for when planning events.

Completed/Ongoing

- The Program Proposal Form (Appendix C) has been updated to add information about which chairs and executive members will be present for the proposed event to hold board members more accountable for their programs.
- Program proposals must include all program details as well as marketing information.
- All chairs are required to ask at least one question before the proposal can go to a vote to ensure that all details have been thought through.

2. Communicate effectively with all areas (co-sponsoring organizations, facilities, UHDPS, food service, etc) involved in the event.

Completed/Ongoing

- SPB utilizes email, phone, and face to face meetings to communicate with all involved in SPB events.
- Before proposals are passed, all contact information and organizations collaborating on a program must be determined in order to make communication smoother.

3. Attend other student organizations meetings to find out what would interest the students on campus.

Completed/Ongoing

- The SPB President has visited student organization meetings to inform them of SPB and to gather information about their programming interests for the UH campus community.
- SPB Executives have been a part of the Council of Campus Leaders where student organization leaders get together once a month to develop as leaders, learn about other organizations and discuss how to continually improve campus life at the University of Houston.



4. Speak with student leaders at other institutions by utilizing professional organizations, such as NACA and ACUI, and try to implement successful program ideas they have done on our own campus.

Completed/Ongoing

- Four (4) SPB board members and one (1) advisor traveled to the Regional National Association for Campus Activities (NACA) Conference this fall and networked with program boards from other institutions throughout the central region of the United States. They gained ideas for events and marketing.
- SPB executive members traveled to UT Austin this summer to meet with members of the Student Events Center. This meeting allowed the UH and UT-Austin students to share information about event planning that has been successful at each institution.
- Three (3) SPB board members and one (1) advisor will travel to the National Association for Campus Activities (NACA) National Conference this spring to network with program boards from across the country as well as maintain relationships with college booking agencies used to bring performers to campus.
- SPB regularly receives and reads Campus Programming Magazine to learn about current trends in college campus programming.
- SPB utilizes the NACA and ACUI websites to learn more about campus programming through online articles and forums.

- **Objective #5:** Review organizational structure, effectiveness, and processes

1. Organize subcommittees to revise and review the processes and procedures of the Student Program Board. These may include: the executive board and committee chairs selection/recruitment process and the organizational structure of the board.

Ongoing

- The SPB organizational chart has a centralized reporting structure that has been working well. All SPB board members report to the SPB President. The two Vice President positions lead the organization in specific areas of Marketing and Assessment and Membership Recruitment and Development.
- SPB is continually looking for ways to meet the needs of the UH student population. SPB sees the need for another chair position to continue to provide quality program and increase the amount of programming at UH.

2. Review and revise the constitution to ensure the document is updated on a regular basis and fits the needs of the current board.

Ongoing

- SPB reviewed the SPB constitution at the summer retreat.
- SPB is currently creating bylaws to continue to develop areas of the organization that are not being addressed.
- The board will review and revise the constitution regularly to ensure the document is updated on a regular basis and fits the needs of the current board.

3. Record and publish all meeting minutes for future reference.

Completed/Ongoing

- All SPB general, executive, and board meeting minutes are maintained and saved on the SPB server for any SPB member to access.



- The SPB website has links to General Meeting minutes for public access.
4. Review the transition process for new Student Program Board members after the selection process is complete.
 - Completed/Ongoing**
 - All SPB general, executive, and board meeting minutes are maintained and saved on the SPB server for any SPB member to access.
- **Objective #6:** Establish a ticketing policy for large scale SPB events
 1. Create ticketing guidelines for large scale SPB events. Establish guidelines for the purchase of tickets by students, faculty/staff, and general public.
 - Completed/Ongoing**
 - Ticketing guidelines (Appendix D) for large scale SPB events have been established for the purchase of tickets for students, faculty/staff, and general public.
 2. Work with the UC Business Office on ticket sales and creating a system to track sales.
 - Completed**
 - The UC Business Office is aware of the ticketing guidelines and are prepared to sell tickets for SPB events when required.
 3. Establish ticketing guidelines and make the guidelines available to the public through the SPB website.
 - Completed**
 - Ticketing guidelines are available to the public on the SPB website.
 - **Objective #7:** Focus on event planning and implementation by relinquishing ownership of all audio visual equipment owned by SPB.
 1. SPB will work with UCAF to transfer ownership of the SPB AV equipment to allow SPB to focus on programming and continue to provide high quality technical support to performers.
 - Completed**
 - SPB transferred ownership of the SPB AV equipment to the UCAF.
 - Equipment was appraised by an outside source before the transfer to ensure the proper value of the equipment was estimated for the transfer.
 2. The transfer of equipment will be facilitated through the UC Conference and Reservation Services office that SPB will continue to utilize for technological support at events.
 - Completed**
 - SPB transferred ownership of the SPB AV equipment to the UCAF Conference and Reservation Services office.
 - SPB now follows the same reservation procedures as other Fee Funded student organization for reservations of technological support at events.



Question 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.

The Student Program Board believes that evaluation is a crucial part of the event planning process. In order to create successful events, we feel that we must evaluate what we have done and draw on that information to help with our future event planning.

SPB utilizes different methods to evaluate the board's success in achieving our objectives.

- SPB has developed an evaluation tool (Appendix E) that is administered to event attendees. SPB utilizes the surveys to gain feedback from UH students attending the events. The information gained from these surveys are later combined with our post-event evaluation to provide us with a wealth of information about the event. The board is continuing to evaluate the assessments and are always looking for new ways to administer this tool.
- SPB chairs are required to fill out a Program Evaluation Form after every event. This form helps SPB take a closer look at the events they are planning. The evaluation form includes basic details about the event including attendance, cosponsors, and budget. The evaluation is time for the chair to give all the pertinent details about the event so that anyone reading the evaluation should know what occurred. The form also gives the chair a chance to explain the marketing efforts for the event and whether or not they were deemed effective. In addition, it gives the chair an opportunity to recommend the event for the future and give advice about changes that could be made to the event to make it more successful. These evaluations are very useful for future board members when they are deciding whether or not to do a similar event, as well as learn from the situations that have occurred in the past.
- During the SPB bi-weekly general meetings SPB recaps the previous events to get feedback from all general student members.
- To gather more concrete information about our events, we take a count of all people attending. We have a variety of events, and not all of them involve people sitting in one place so we have to find other means to count attendees. One example of this is when we have novelty events. We count attendance at novelty events by the number of items that have been given away. The chart on the next page gives event attendance figures for the 2008 Spring and Fall semester.



DATE	EVENT	ATTENDANCE
1/30/2008	UC Satellite Concert with The Rising	120
2/13/2008	UC Satellite Concert with John Peter West	300
2/13/2008	Def Poetry Show with Black Ice, Georgia Me and Se7en	350
2/14/2008	Stuff-A-Bear	350
3/5/2008	UC Satellite Concert Series with AdriAnne Lenker	150
3/11/2008	LMAO Comedy Show with Rob Stapleton, Cocoa Brown, and Lavar Walker	250
3/12/2008	Safe Spring Break Event	230
3/27/2008	Frontier Fiesta Concert featuring The Drew Davis Band	100
4/9/2008	UC Satellite Concert Series with Venice Maki	100
4/24/2008	Block Party and Concert featuring Day 26	1500
7/10/2008	SPB Night in the Games Room	300
8/5/2008	Summer Treats for Summer Classes	50
8/6/2008	Summer Treats for Summer Classes	50
8/11/2008	Summer Treats for Summer Classes	50
8/14/2008	Summer Treats for Summer Classes	50
8/27/2008	Cat's Back: Decide on Cougar Pride with Magician Brent Lowenstein	200
8/27/2008	Cat's Back: Decide on Cougar Pride- Oxygen Bar	300
8/28/2008	Karaoke Night	16
9/3/2008	UC Welcome Back: Lift Off- Caricature Artist and Henna Tattoo Artist	90
9/3/2008	Wii Wednesday	8
9/4/2008	Karaoke Night	30
9/10/2008	5 Artists, 5 Days Concert Series with Crystal Cooper	100
9/17/2008	Wii Wednesday	10
9/18/2008	Karaoke Night	12
9/22/2008	Get Smart	60
9/23/2008	Comedian Josh Sneed	100
9/24/2008	5 Artists, 5 Days Concert Series with Curtis Peoples	100
9/24/2008	Wii Wednesday	18
9/25/2008	Karaoke Night	34
9/29/2008	The Start of a New Beginning	300
10/1/2008	Wii Wednesday	13
10/2/2008	Karaoke Night	48
10/6/2008	Comic Book Film Festival- Ghost Rider	10
10/7/2008	Comic Book Film Festival- V for Vendetta	50
10/8/2008	5 Artists, 5 Days Concert Series with Cary Judd	100
10/8/2008	Wii Wednesday	5
10/8/2008	Comic Book Film Festival- Spiderman 3	10
10/9/2008	REDvolution Rally	125
10/9/2008	Karaoke Night	35
10/15/2008	Wii Wednesday	11
10/16/2008	Karaoke Night	11
10/20/2008	Across the Universe	40
10/22/2008	5 Artists, 5 Days Concert Series with Rachel Loy	100



10/22/2008	Wii Wednesday	8
10/23/2008	Karaoke Night	15
10/28/2008	Comedian Adam Hunter	75
10/29/2008	Wii Wednesday	3
10/30/2008	Karaoke Night	35
10/30/2008	HallowSCREAM Fall Fest	750
10/30/2008	Haunted House	150
11/5/2008	5 Artists, 5 Days Concert Series with Chris Bryan	100
11/5/2008	Wii Wednesday	8
11/6/2008	REDvolution Rally	100
11/6/2008	Karaoke Night	25
11/10/2008	Crash	25
11/11/2008	Poetry Slam	100
11/12/2008	Wii Wednesday	3
11/13/2008	REDvolution Rally	100
11/13/2008	Karaoke Night	38
11/19/2008	Wii Wednesday	6
11/20/2008	REDvolution Rally	100
11/20/2008	Karaoke Night	30
12/1/2008	The Dark Knight	50
12/3/2008	Wii Wednesday	5
12/3/2008	The Kick Back	600
12/4/2008	Karaoke Night	35
12/8/2008	What Would Jesus Buy	11
	TOTAL	8258

- The Student Program Board has been focusing on creating better quality programming, which includes planning events in advance. Here are some of the events planned for the 2009 Spring semester:

January 26, 2009: Applications for 2009-2010 SPB available

January 28, 2009: Finding Nemo

January 31, 2009: SPB Retreat

February 10, 2009: 50 First Dates

February 11, 2009: Spring Satellite Concert Series: Local Edition

February 12, 2009: Matters of the Heart Gift Mart

February 14-18, 2009: NACA National Conference

February 18, 2009: Spring Satellite Concert Series: Local Edition

February 25, 2009: Spring Satellite Concert Series: Local Edition

March 2-13, 2009: Interviews for 2009-2010 SPB Executives and Chairs

March 4, 2009: Spring Satellite Concert Series: Local Edition

March 11, 2009: Safe Spring Break Event

March 11, 2009: Spring Satellite Concert Series: Local Edition

March 28, 2009: Family Fun Day at Frontier Fiesta

April 21, 2009: Comedy Show with Ronnie Jordan and Owen Smith

Every Wednesday: Wii Wednesday

Every Thursday: Karaoke Night



Question 5

Please discuss any budget changes from your last (FY 2009) 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 FY 2008 with a Ledger 3 Fund Equity balance, please describe the conditions in which caused the fund balance.

Overall Income and Expenditure Increased by \$12,200 as explained below. The increase has no adverse impact on the ability of the Center to fulfill its mission to student. It enhanced the ability of SPB to increase programming.

A. Income

Overall income increased from the amount on the SFAC request form by a total of \$12,200 as follows:

Balance carry forward from equipment transfer	\$12,200
---	----------

B. Expenses

Overall expenses Increased from the amount on the SFAC request form by a total of \$12,200 as follows:

Increase in programming amount	\$12,200
--------------------------------	----------

In June of 2008 SPB transferred its equipments to the University Center at an appraised value of \$16,815. During FY2008 SPB spent \$4,615 from the \$16,815 and Carry forward \$12,200 for programming in FY2009.



Question 6

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

2009-2010 Objectives:

- **Objective #1:** Improve marketing for SPB and all SPB events.
Plan of Action
 1. Enhance marketing strategies and produce materials according to the SPB Marketing Timeline.
 2. Improve marketing in regards to flyers, banners, and press releases to keep the UH campus informed of SPB events.
 3. Utilize the SPB Marketing and Public Relations Committee to publicize SPB events.
 4. Maintain a consistent brand image for the Student Program Board, and ensure that the SPB logo is included in all marketing materials.
 5. Continue to design fun and innovative promotional items with the Student Program Board logo to give away at different events throughout the year.
 6. Continue to maintain the SPB website by keeping it current and effectively communicating our image and mission to the University of Houston community. Regularly evaluate the website to make sure it is offering everything students need.

- **Objective #2:** Focus on better quality programming
Plan of Action
 1. Continue to plan events in a timely manner by utilizing the Program Proposal Form to ensure all details are accounted for when planning events.
 2. Communicate effectively with all areas (co-sponsoring organizations, facilities, UHDPS, food service, etc) involved in the event.
 3. Attend other student organizations meetings to find out what would interest the students on campus.
 4. Speak with student leaders at other institutions by utilizing professional organizations, such as NACA and ACUI, and try to implement successful program ideas they have done on our own campus.

- **Objective #3:** Develop student leadership skills and provide SPB students with a learning experience.
Plan of Action
 1. Provide a retreat experience once a semester for SPB to gain knowledge, build communication, and gain leadership experience.



2. Create a graduate assistant position to assist with the leadership development activities
3. Provide learning experiences for SPB members on a weekly basis.

- **Objective #4:** Increase student involvement in Student Program Board General Membership

Plan of Action

1. Increase awareness of the Student Program Board General Membership by promoting the organization at each SPB event.
2. Continue to hold general meetings every two weeks throughout the year for all members of the Student Program Board and interested members of the University of Houston student community. During the meeting, update members on upcoming events and put them in contact with committee chairs.
3. Attend a variety of student organization meetings to inform as many students as possible about the Student Program Board General Membership.
4. Evaluate and update the member incentive program to ensure it fits the needs of SPB.
5. Utilize University of Houston demographic information to better understand the students we are trying to get involved.

- **Objective #5:** Create a Trips and Tournaments Chair position to provide UH students with more programming to fulfill their needs.

Plan of Action

1. Create a job description for the Trips and Tournaments Chair position. This position will be in charge of programming including arranging trips for UH students to away athletics events, as well as to local Houston area attractions ranging from local museums, athletics events, or city festivals. In addition, this position would be responsible for creating more tournament style programming on campus spanning from chess tournaments to Madden gaming tournaments.
2. Collaborate with partners on campus (including UH Athletics, UC Leisure Services, etc) to keep costs of Trips and Tournaments programs to a minimum.
3. Continue assessing the needs of the UH student population to ensure programming fits the needs of the students.



Question 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.)?

Other sources of possible funding for the Student Program Board can come from events where SPB works collaboratively with other student organizations, UH departments, and outside companies. Utilizing the SPB Collaborative Events Application will ensure that more collaborative planning interaction will take place between SPB and the groups interested in planning events together. This application focuses on communication and working together to plan the event rather than focusing solely on funding. The intent behind this application is to help with the development of the student leaders as well as allowing all parties involved in the event to have input.

The Student Program Board implements programming for the entire student body at the university on a large scale basis. These events tend to be collaborative with other organizations. An example of a large scale event SPB has worked collaboratively on is the REDvolution Rallies that took place Thursday before each home football game. This event was a collaboration between SPB and UH Athletics to promote school spirit. This was a great collaboration because everyone was involved in the planning process and gave equally to the event.

The SPB ticketing guidelines will also provides SPB with an opportunity for another source of funding. SPB wants to provide the UH community with the best and brightest local and national entertainment. These high-quality, large scale events come with a high price – some of which can be recouped through ticket sales. Having the ability to sell tickets to large scale events provides SPB with the chance to recover some costs and continue to provide the variety of events the organization already offers on a weekly basis.

The Student Program Board is always looking for new ways to stretch their budget while still continuing to provide quality programming for the student population at the University of Houston.



Question 8

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

Currently there is no overlap between Student Program Board and any other units at the University of Houston.



APPENDIX A

Student Program Board Missions Checklist

The SPB incentive program which is newly established is aimed towards giving back to the members of this organization. With all the time and effort put in place for this program, we want our members to get the full access and experience to all they could receive by contributing to this organization.

Your mission as a member: To complete a maximum of three missions and be entered into a drawing.

Missions:

- Attend 5 meetings= name entered for a prize drawing
- Volunteer at 5 events= name entered for a prize drawing
- and special volunteer recognition
- Get 5 people to join SPB= entry for a special bag
- Bring 3 non-members once to a meeting=entry for a special bag
- Attend 2 meetings= entry for a special bag
- Volunteer at 2 events= entry for a special bag
- Bring 3 non-members to an SPB event= entry for a special bag
- Attend 3 committee meetings= name entered for a prize drawing
- Attend 3 or more Street Team post stops= two entries for a special bag
- Show initiative at an event= secret entry for a special bag

Conditions:

- A member must notify an executive at the event
- Make sure to sign off on the official sheet
- Only three may be completed and not the same mission can be done
- Each prize and special bag differ in magnitude, quality, and/or quantity
- An event qualifies as anything outside of a meeting sponsored by SPB
- Each meeting the bag being awarded at the next meeting will be announced
- Prize drawings are once a month; special bags are every general meeting



APPENDIX B

Student Program Board General Assessment

You are currently classified as a...

Freshmen Sophomore Junior Senior Graduate Student

You are currently between the ages of...

17-19 20-22 23-25 Over 25

What is your ethnicity?

Circle Gender: Female or Male

African American Latino American Caucasian Asian American Native American
Other _____

You are currently a... **(Circle all that apply)**

Full-time student Part-time student Transfer student

What is your major? _____

Do you work? **(Circle all that apply)**

No Yes Full Time Yes Part Time Yes on campus

If you live on campus, where do you stay?

Towers The Quads Cullen Bayou Cougar Place Cambridge

If you are a commuter, how far do you commute from?

0-5 min. 5-10 min. 10-15 min 15-20min. 20-30min. 30-45min. 45+min.

What do you think is the best way to spread news and information about SPB? **(Circle all that apply)**

Flyers Daily Cougar Listserv
Promotional items SPB Website Poster
SVN Other _____

What radio stations do you mostly listen to? **(Circle all that apply)**

90.9 92.1 93.3 94.5 95.7 96.5 97.9 100.3 102.1 104.1

What TV channels do you normally watch?

BET CW Disney Fox MTV TBS TNT USA VH1 Other

What type of movies do you like?

Action Comedy Documentaries Drama Horror

What type of Special Events do you like?

Lectures Forums Contests/Showcases Awareness Events Block Parties

Please express any ideas or programs that you would like to see at the university.



APPENDIX C



Student Program Board
93 University Center
Houston, TX 77204-3049
713/743-5210
Fax: 713/743-5178

Program Proposal

Program Name: _____
Proposed by: _____ Date: _____
Projected Day/Date: _____
Time: _____
Location: _____
Rain Location: _____
Is the location available? Yes No
Estimated Attendance: _____
Program Description: (Include goals and purpose) _____

Is this event a collaborative event? Yes No
If yes, please attach the SPB Collaborative Programming Application.

Publicity:

Item	Description	Cost	Target Date
Flyers			
Posters			
Banners			
Daily Cougar Ads			
SVN Commercials			
Radio Ads			
T-shirts			
Giveaways			
Other			
Other			
PUBLICITY TOTAL			



Budget Information:

Item	Description	Cost
Performer/Speaker Fee		
Lodging		
Meals		
Rentals (equipment, rooms, etc)		
Sound & lights (rental)		
Technicians/AV Operators		
Security		
Prizes/Awards		
Decorations		
Chair(s) at event		
Executive(s) at event		
Other		
Publicity Total		
EVENT TOTAL	Publicity + Event details	

Vote:

PASS	
PASS WITH AMENDMENTS	
FAIL	
ABSTAIN	



APPENDIX D

Student Program Board Ticketing Policy University of Houston

Section I: SPB Ticket Policy

The following ticket policy was created to govern the sales of tickets for SPB events. All purchased tickets for SPB events will follow these guidelines. All events that require tickets but are free will be available for pickup in the SPB office (UC Underground Room 93).

Section II: University of Houston Students

Students will be required to present a current student Cougar 1Card in order to purchase tickets to Student Program Board (SPB) events that require tickets. All fees for the current semester must have been paid for the Cougar 1Card to be valid. Any student presenting an invalid Cougar 1Card will be unable to purchase tickets.

SPB reserves the right to issue tickets for any event they deem appropriate, and ticketing will be subject to the following guidelines:

- Announcements about ticketing distribution times and information for each SPB event will be made as soon as possible but generally no later than five (5) weeks prior to the event date.
- All ticketing announcements will be made via the SPB website (www.uh.edu/spb) and all tickets for sale, unless otherwise specified, will be available for pickup at the University Center Business Office (UC Room 274). All free tickets are available for pickup in the SPB office (UC Underground Room 93).
- Tickets will be available to students at least one week before they are available to faculty, staff, or the general public.
- Tickets will be distributed starting at 9:00AM between five (5) and two (3) weeks prior to the event date, depending on timing and the University of Houston academic calendar.
- Students may pick up two (2) tickets for every one (1) Cougar 1Card. Students may only present their Cougar 1Card.
- For large scale events, the Student Program Board may charge students for tickets to recover some of the expenses. The ticket prices would have a “ceiling” of \$25.00.
- At the event requiring the ticket, a valid Cougar 1Card MUST still be produced with the ticket at the door. If a student does not present their Cougar 1Card, they will not be allowed entrance into the event.



- If a non-UH student uses the additional ticket obtained by a current UH student, a UH student with a current Cougar 1Card must accompany that non-UH student in order to enter the event.

Section III: Faculty and Staff

In order to make competitive offers for artists, speakers, and events to appear at UH, it is often necessary for SPB to set aside a certain number of seats for faculty and staff. When this occurs, tickets may be obtained in the following manner:

- Faculty/Staff tickets will be released one week after student tickets have been made available.
- Faculty/staff tickets will be released between four (4) and two (2) weeks prior to the event date at the University Center Business Office (UC Room 274). Faculty/staff must present their Cougar 1Card.
- For large scale events, the Student Program Board may charge faculty/staff for tickets to recover some of the expenses. The ticket prices would have a “ceiling” of \$35.00.
- If a non-UH faculty or staff member uses the second ticket, a UH faculty or staff member with a current, Cougar 1Card must accompany that person in order to enter the event.
- In accordance with Internal Revenue Service tax laws, faculty and staff are responsible for all potential taxes owed due to utilizing an SPB ticket.

Section IV: General Public On-Sale Ticketing

In order to make competitive offers for artists, speakers, and events to appear at UH, it is often necessary for SPB to set aside a certain number of seats for the general public. When this occurs, tickets may be obtained in the following manner:

- General public tickets will be released one week after student tickets have been made available.
- General public tickets will be released between four (4) and two (2) weeks prior to the event date at the University Center Business Office (UC Room 274).
- For large scale events, the Student Program Board may charge the general public for tickets to recover some of the expenses. The ticket prices would have a “ceiling” of \$50.00.
- When general public tickets are released two weeks after student tickets, students are encouraged to pick up their ticket during the first two weeks tickets are available. After the general public on-sale begins, the remaining tickets may also be available for purchase by the general public.



Section V: Reduced Time Ticketing Practices

In the event that tickets are released with a reduced amount of time for sales, tickets may be released to students, faculty, staff, and the general public at the same time. The SPB website (www.uh.edu/spb) will have specific information about the reduced time ticketing process when the circumstance arises.

Section VI: Non-ticketed Events

UH faculty and staff are welcome at all non-ticketed events as seating is available. General public are welcome at all non-ticketed events as seating is available. Determinations on available seating will be made immediately prior to the start of the event.

Section VII: Other Conditions and Disclaimers

Exceptions to the policy will be made in unique circumstances.

The SPB website at www.uh.edu/spb will be the final authority for all ticketing announcements, policies, and event details.

All purchased tickets, unless otherwise specified, will be available for pickup at the University Center Business Office (UC Room 274). Please visit the University Center's website at www.uh.edu/ucaf for operating hours and directions.

SPB tickets are NOT for resale. Any individual found to have resold an SPB event ticket is in violation of Disciplinary Code 3.21 in the University Student Handbook. Students found violating the Disciplinary Code will be referred to the Dean of Students Office to go through disciplinary procedures based on the student handbook.

For Cougar 1Card related concerns or questions, please visit the Cougar 1Card website at <http://www.uh.edu/cougar1card>.

All ticket sales are final.



APPENDIX E



Student Program Board After Event Assessment

What event did you attend: _____

You are currently classified as a...

Freshmen Sophomore Junior Senior Graduate Student

You are currently between the ages of...

17-19 20-22 23-25 Over 25

What is your ethnicity?

African American Asian American Caucasian Latino American Native American

Other _____

If you live on campus, where do you stay?

Towers Quads Cullen Bayou Cougar Place Cambridge

If you are a commuter, how far do you commute from?

0-5 min. 5-10 min. 10-15 min. 15-20min. 20-30min. 30-45min. 45+min.

How did you hear about this event? (**Circle all that apply**)

Facebook Poster *The Daily Cougar*
Flyer Promotional items Word of mouth
List Serv SPB Website

Other _____

On a scale for 1 to 5 (1 = not satisfied, 5 = very satisfied)

How would you rate the program overall?

1 2 3 4 5

How would you rate the location of the program?

1 2 3 4 5

How would you rate the day/time for the program?

1 2 3 4 5

How well do you feel this event was advertised?

1 2 3 4 5

How welcoming were the SPB volunteers?

1 2 3 4 5

How likely is it that you will return to a SPB event?

1 2 3 4 5

How easy was to it find the location and seating?

1 2 3 4 5

What about this program did you specifically like or dislike?

In your opinion, what changes should be made to make the next program better?

What ideas do you have for other types of events that you would like to see around campus?
