



**Council of Ethnic Organizations  
SFAC Report FY 2011**

Submitted January 28, 2010

## 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 would accomplish your unit's mission, and justification of your unit's student fee allocation in terms of benefits for students.**

The Council of Ethnic Organizations is a multicultural league of students with the mission to highlight diversity at the University of Houston by spotlighting different cultural groups and individuals to work together to give the University of Houston students a true cultural experience. For the 2009-2010 year, the motto "ONE" is a key theme of CEO. Based off of our marketing tool, we are striving to destroy cultural stereotypes by bridging the unknown through education. Giving the community knowledge of different ethnicities and lifestyles can enhance one's daily walk amongst the campus and surrounding community. Through this first half of the academic year we have been able to successfully bring different ethnic groups out of their norms to bring this awareness possible. Showing differences here on campus gives our members pride in their own backgrounds and give the outside community of the faculty and staff a sense of appreciating the unknown.

CEO has pushed the envelope even further this year with our mission by continuing to make sure that student groups at the University of Houston are represented to the fullest of our ability and by giving access to the many resources that CEO has to offer. CEO has helped other group by offering organizational development, by adding this service makes CEO the most...has been CEO has implemented some new programming this year which includes Diversity Month, Philanthropy projects, cultural Appreciation events, cultural enrichment events, Women Appreciation events, Volunteering opportunities, Asian Appreciation events, Latino appreciation events, Homecoming involvement, Frontier Fiesta involvement, African-American Appreciation events, and we offer co-sponsorship with registered student organizations to assist in the planning and execution of programming, encouraging student groups to showcase their distinctiveness. Participation in CEO is open to all University of Houston students. Student Organizations are encouraged to apply for funding assistance for programs that align with the goals and mission of CEO.

Continuing with renovating old traditions and programs, as an objective from last year, the executive board of CEO has completed this task by working on events and programs ensuring a visually appealing eye to the University of Houston community. Through new marketing styles, given through technology, CEO is able to promote our events to the mass student population. Using new marketing strategies such as Twitter, Facebook profiles, t-shirts and newspaper articles promotes the organization on a daily basis. Using a new tradition from last year, hosting CEO pizza mixers have changed into cultural mixers that showcase the different ethnic groups on campus. Within these cultural mixers students come together and network in an open environment that accepts and promotes their diversity. These cultural mixers give an opportunity for student input and new ideas that have contributed to the versatile programs that CEO has offered this year. Beyond the Daily Cougar, CEO uses banners, flyers and various other sources to promote events and encourage student participation. We support the activities of other fee funded groups to reach out to the audiences of their programs as well. CEO also offers diversity through leadership. CEO has many

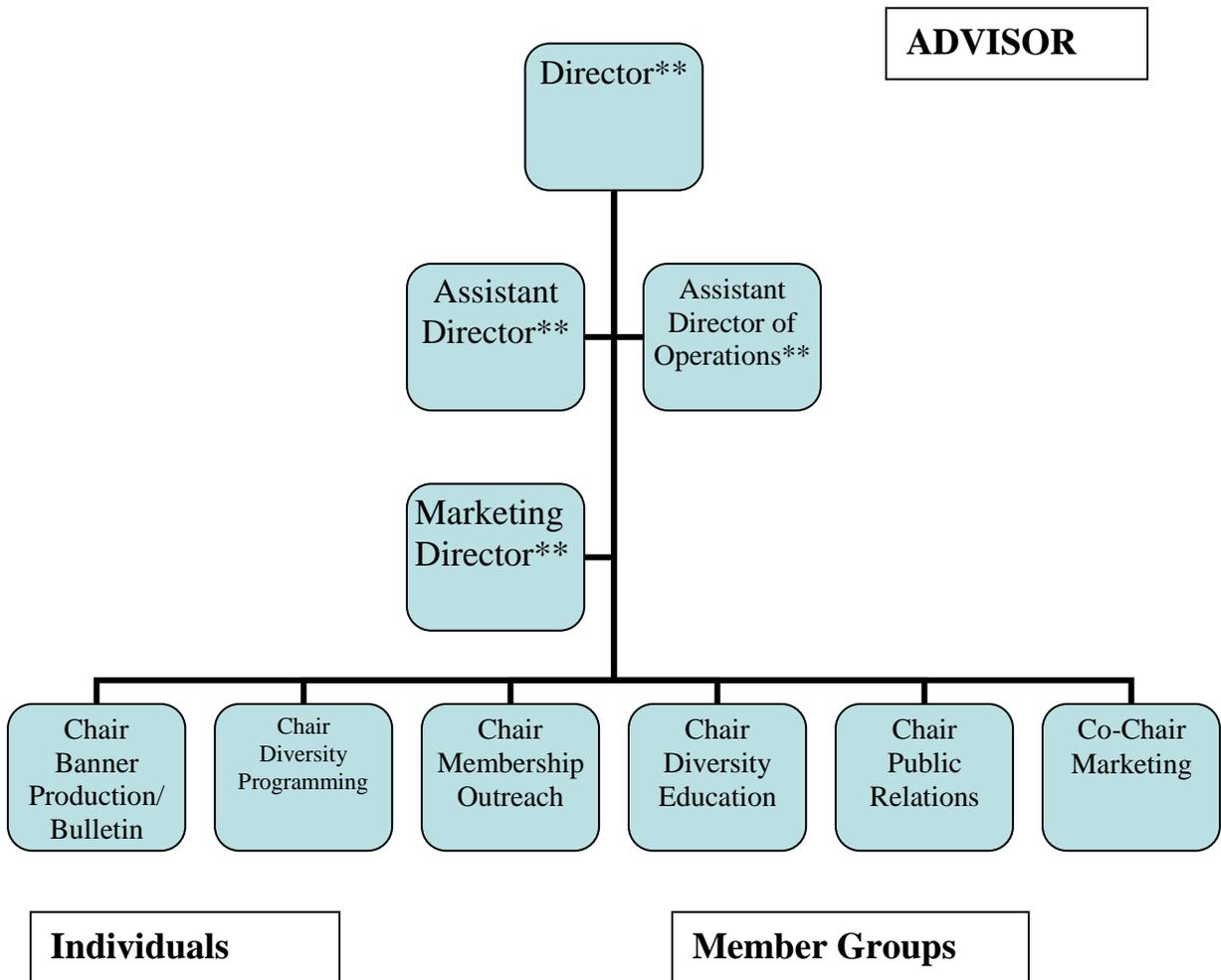
volunteer positions making it possible to obtain leadership skills that will remain with our volunteers for years to come.

CEO works with all of the student organizations on campus to implement programs and events to promote interaction and involvement with students. In order for CEO and student organizations to continue our symbiotic relationship, in which we both do things that benefit each other, student funds are necessary. CEO is a way to connect all nationalities and cultures at the University of Houston and we ask that you assist us to continue “Uniting Cougars through DIVERSITY”.

**Question #2**

**Provide an organization chart of your units. 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.**

**Council of Ethnic Organization**  
**Organizational Structure 2009-2010**



\*\*Denotes paid position from CEO budget.

### Question #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.**

#### **Objective #1**

- Continue to promote CEO through new and innovative means.
  - New Programming
    - Through this academic year we have created some new programming for students to be more culturally involved. The chance of students having a scholarship opportunity to receive Cougar Trading cards at our events has been successful.
  - Partner with other student organizations and departments
    - This year we have implemented a new marketing style of promoting the organizations within our umbrella group by doing more appreciation celebration and co-sponsored more events and working with the other fee funded organizations.
  - Exposing students to other university departments
    - We at CEO have also collaborated with the Office of International Studies & Programs (OISP), International Student & Scholar Services Offices (ISSSO), Language and Culture Center (LCC), and Cross Cultural Dialogues, Counseling and Psychological Services, UH Law Center, UH Women's Resource Center, and Student Government Association (SGA) to execute programming creating an ultimate diverse organization.
  - Attend student leader meetings to explain CEO
    - We try to attend as many student leader meetings as possible as part of our marketing scheme to make sure that we are reaching our target audience. We attend leadership luncheons, retreats, and orientations that Campus Activities offers throughout the semester.

This year, we have provided many organizations with opportunities to co-host events with CEO. We strive to promote all cultures and strive to include all students, staff, and faculty of diverse backgrounds in its programming. This year, we have seen CEO venture out of its past tendencies to concentrate on programming solely with its member groups and not with Departments around campus.

## **Objective #2**

- Create and/or enhance partnerships with various departments and cultural student organizations.
  - Have representatives participate in the process
    - This year we have implemented a new task of including our member groups in our some of our programming. The e-board elected event coordinators from various students groups to help CEO plan effective programming. We were very successful with this planning campaign.
  - Soliciting their opinions
    - In the successful outcome of having our member groups having our event coordinators. In co-sponsorships process, CEO members have been a part of the planning committees to their programming.
  - Creating cross-cultured events
    - This year at CEO we to pushed the bar by creating events that bring to two different ethnic backgrounds together. We have accomplished this year with our Homecoming Tailgate and our International Explosion. In our future planning we will continue to have events that encompass to different cultures.

## **Objective #3**

- Continue to create more innovative ways to educate students on the vast cultures
  - Diversity Retreats with members and member groups
    - We were unable to complete this objective this year. But we will implement this into this administration of programming this year.
  - Host programs on an annual basis
    - We have completed this task by having our Cultural Networking days a critical part of bridging students of all colors together. We have also completed this by making the International Explosion and iDiversify Conference on to be done on an annual basis.
  - Host events off campus for on-campus students
    - We are currently in the process of completing this task with our Spring programming. We are striving to work with the Houston Public Library's World Languages Center, the Center promotes inter-cultural understanding among Houston's diverse population. In their programming they have asked us to help participate in the Asian Spring Festival held downtown.

One of the purposes of the existence of CEO is to promote diversity and that requires diversity education. Students on the second-most diverse campus in the nation are required to interact with individuals with different backgrounds. CEO is one of the organizations that makes our students sensitive to culture.

#### 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 exists, 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.**

Student participation and satisfaction is very important to CEO. One of the purposes of the existence of CEO is to promote diversity and that requires diversity education. Students on the second-most diverse campus in the nation are required to interact with individuals with different backgrounds. CEO is one of the organizations that makes our students sensitive to culture. CEO makes brief surveys that people can fill out at the end of various events. We also use word of mouth to gauge how the students felt about the event. We are always asking students what they think about an event, and we take as many notes as possible. We also hand out papers at our biweekly meetings, and ask members to write down any suggestions they might have and we discuss if they liked a certain program and how we could make it better. We also are evaluated by our advisor after each event.

### **Spring 2009**

#### **Martin Luther King, Jr. Celebration- January 20, 2009**

On January 20, 2009 CEO hosted an Inauguration Watch Party in the Houston Room so that all UH students, faculty, and staff could together witness history being made. This event was co-sponsored by the Office of the President, and Student Government Association. Total attendance of members and participants: about 600

#### **Martin Luther King, Jr. Forum January 22, 2009**

On January 22, 2009 CEO hosted a panel discussion to further discuss the history that was made by President Barack Obama and how it relates to the history Dr. Martin Luther King, Jr. has already made. The main topics of discussion were “Surpassing the status quo”, “Is the 'Dream' realized?”, and “Do we live in a colorblind society?” Panelists included students, faculty, and staff. Both events were also co-sponsored by the Office of the President, and Student Government Association. Total attendance of members and participants: about 100

#### **Asian Spring Fest – February 9<sup>th</sup>, 2009**

This event took place in the University Center North Patio and highlighted many of the cultural aspects and ideals of our Asian students, faculty, and staff here at the University of Houston and across the world. We had performances ranging from singing, poetry, and dancing, including the Asian Lion Dance. Student organizations that participated include Vietnamese Students' Association, and Filipino Students' Association. Total attendance of members and participants: about 200

## **THE EVENT**

This event was a college readiness program co-sponsored with Greek Life, Administration and Finance, Office of the President, Office of the Vice President for Student Affairs. The purpose of this event was to recruit young high school students, from historically underrepresented backgrounds in higher education, to pursue and obtain post-secondary education. Total attendance of members and participants: about 650

## **Portraits of Courage**

This event was co-sponsored with the Veteran Services Office and Residential Life and Housing. This was a one man play that depicted the often untold story of the life and experiences of a Buffalo Soldier. There was also a display that accompanied the play. Total attendance of members and participants: about 40

## **Black History Week**

*This was a weeklong serious events taking place all over campus to enlighten University of Houston students on the history of African-Americans and how they are just as much apart of establishing American History as any other group of people. This event was co-sponsored with the National Society of Black Engineers-University of Houston. Total attendance of members and participants: about 350*

## **ALMA Conference**

This was college conference hosted by Rice University where colleges and corporations from around the state come together to have an opportunity to network and learn diversity issues. Total attendance of members and participants: about 3 from UH

## **Frontier Fiesta**

CEO participated in one of University of Houston's most famous traditions. This was a 3 daylong event full of festivities for all UH students, faculty, friends, and family to enjoy. CEO contributed by providing Ferris wheel, Tilt-a-whirl, and merry-go-round that were available to the public at the event. Total attendance of members and participants: about 5000

## **Women of the World Banquet**

This is an annual event that CEO hosts to honor outstanding female students on the University of Houston Campus. It is a banquet open to the public with a catered dinner an dinner and entertaining cultural performances to fill the evening. The candidates for "Woman of the World" apply and are selected for an interview before that date. On the day of the banquet the winner is announced and their scholarship is given. Total attendance of members and participants: about 150

### **Culture Week – April 28<sup>th</sup> – May 1<sup>st</sup>**

CEO participated in Student Program Board’s Culture Week by sponsoring the play, “Love, Life and Redemption”. And had our member groups participate throughout the week and encouraged the student body to come and support on each day. Total attendance and participants: 100

## **Summer 2009**

### **Organization Fairs**

CEO attended all new, transfer, and international student orientations. This was done to welcome the incoming students to also market the wonderful benefits that CEO has to offer. Total attendance of members and participants: about 2400

## **Fall 2009**

### **Cat’s Back August 26, 2009**

This event helped to “welcome back” new and returning students, faculty, and staff to the University of Houston. CEO participated in this event by publicizing the morning of with free hot dogs given out in the UC Arbor to generate excitement and anticipation of the festivities to come. CEO also participated in the organization fair. Total attendance of members and participants: about 5000

### **Get to Know CEO Airline Week September 8th – September 11th:**

Get to Know CEO Week is an annual event hosted at the beginning of the semester for the students to become acquainted with the new staff members. This year events included:

#### **Tuesday**

11:30a- 1p

**“The Takeoff”** - This was an event for all of the students and student organizations to come out and network and mingle to the new and old students. CEO began to market our theme of “1” for this year. We had performers to come support our kickoff in the UC Arbor. Total attendance of members and participants: about 300

#### **Wednesday:**

7p-9p

**“The Movie Hour”**- We hosted a movie night in the Spindletop Room where we showed “Slumdog Millionaire”. Popcorn, pizza and soft drinks were provided on behalf of CEO. We had a discussion before and after the movie regarding the cultural implications of the movie. Total attendance of members and participants: about 15

**Thursday:**

11:30a-1p

**“TheLanding”** – This was another event for all students and student organizations to come out and mingle with new students. There were student organizations that came out to support CEO by showcasing their culture through cultural performances. Total attendance of members and participants: about 300

**Friday:**

11a-12pm

**General Meeting-** This is an opening meeting for all our registered organizations in the CEO meeting room. We served snacks to become better acquainted with all new students interested in CEO. We registered new organizations and we also had an icebreaker for other organizations to advertise their events. We also gathered ideas and planned some of the events for the Fall semester. Total attendance of members and participants: about 30

**Cougar Resource Fair – September 16<sup>th</sup>, 2009**

Annual resource fair held by the Division of Students Affair to discuss of the resources available for students. CEO hosted a table to discuss the benefits of being in CEO and what CEO has to offer. We also provided a caricature artist to explain the importance of voting to the students. Total attendance and participants: 500

**HIV Positive - September 30<sup>th</sup>, 2009**

Event co-sponsored by Keep-A-Child, in a two-part series, t-shirts were handed out to various students to represent that the AIDS epidemic is faceless and that you don't have to look certain way. By having wearing the shirts throughout campus and around the state of Texas, students were positive in about HIV awareness, support and education. Total attendance of members and participants: 340

**Hispanic Heritage Month - October 1st, 2009**

This event was co-sponsored with Lambda Theta Alpha Sorority, Inc. and Lambda Theta Phi Fraternity Inc. with Multicultural Greek Council. The event focused on traditional Hispanic music and cultural Hispanic food as well as a focus on Joaquin, a Hispanic artist. Total attendance of members and participants: 150

**Nigerian Independence Day – October 1<sup>st</sup>, 2009**

One of the most populous countries of African continent, Nigeria is the fastest growing economies of the world. In conjunction with the Nigerian Students Association, the independence day of Nigeria is celebrated with great zeal and festive fervor. It falls on 1st October every year and is also observed with unmatched nationalistic ardor throughout the country. Total attendance and participants: 110

**Participation in Homecoming Week – October 17<sup>th</sup> – October 24<sup>th</sup>, 2009**

During the Homecoming celebrations, CEO painted a window in the UC, participated in the Homecoming parade. The theme was “Eyes of the Pride”. It was a chance for all student organizations to see what CEO does beyond assisting other student organizations and show school spirit. Total attendance of members and participants: about 10

### **CEO Tailgate – October 24<sup>th</sup>, 2009**

CEO collaborated with the Vietnamese Students Association, Phi Beta Sigma Fraternity, Inc. and Nigerian Students Association. This tailgate was for the event of Homecoming and to bring cross-cultures together in a level of oneness before the game. Total attendance of members and participants: about 250

### **Fiesta de Latinos – October 27<sup>th</sup>, 2009**

On a theme of “Hump Day” done by NPHC, this was a Hispanic showcase for the Hispanic sororities and fraternities on campus for Latino Appreciation Month. There will be Hispanic food available and a Mariachi group will be performing for students to see what some of the Hispanic groups on campus have to offer. Total attendance of members and participants: 75

## **Diversity Month 2009**

Diversity Month is an annual event held to promote and educate the University of Houston students on various cultures. This year instead of a week we decided to spread our events throughout the month. CEO also collaborated with International Education Week. This year's events included:

### **Diversity Games - Monday, November 2<sup>nd</sup>, 2009**

This event was co-hosted by the Phi Epsilon Chapter of Zeta Phi Beta Sorority, Inc. In a “Family Feud” type format, students were exposed to the cultural diversity that encompasses the whole range of human experiences including but not limited to age, gender, racial classification, ethnicity, religion, socioeconomic class, physical disabilities, national origin, geographical location, political orientation, physical size and appearance. The game was displayed and participants were to guess letters and phrases. Total attendance and participants: 50

### **Divergence Gala – November 8<sup>th</sup>, 2009**

This event was co-sponsored by the University of Houston chapter of the National Association for the Advancement of Colored People celebrated their 4<sup>th</sup> annual Gala. This year's Gala theme was “Divergence... 100 years of celebrating diversity”. The keynote speaker spoke on the importance of welcoming diversity in the work place and in life. Total attendance of members and participants: 75

### **International Explosion - November 11<sup>th</sup>, 2009**

CEO hosted its annual fall event, the International Explosion as a part of Diversity Month 2009 in conjunction with the Minority Chamber of Commerce of Houston. We gave the Houston local community a glimpse of the cultural diversity that embodies the University of Houston by giving each ethnic student organization represented here by showcasing their talent and give an insight into their cultural background to the audience. Total attendance of members and participants: 700

### **Homeless Awareness Day – November 11th, 2009**

In collaboration with the Metropolitan Volunteer Program and UH Ambassadors, students were exposed to the unidentified population of the Homeless community here in the 3<sup>rd</sup> Ward and surrounding area. Peanut Butter and Jelly sandwiches were made and were given to the homeless of the community in efforts to support and understand the socio-economic differences. Total attendance and participants: 100

### **Opening Ceremony - November 16<sup>th</sup>, 2009 \*International Educator's Week\***

CEO in collaboration with the Office of International Studies & Programs (OISP), International Student & Scholar Services Offices (ISSSO), Language and Culture Center (LCC), and Student Government Association (SGA) here on campus presented the official start of International Education Week (IEW). IEW is celebrated all across the United States annually during the third week of November and is an opportunity for the University to showcase international initiatives across the campus. Total attendance and participants: 100

### **Study Abroad Programs/ Tuesday, November 17, 2009**

Program led by Parul Fernandes, Director of International Studies they were to promote Study abroad Programs showcasing study abroad programs with a difference and with faculty exhibiting the uniqueness of their programs. This event was to promote Study Abroad programs to domestic students and make them aware of how study abroad can assist them in their future careers. Total attendance and participants: 50

### **Brown Bag Lunch**

Program led by Parul Fernandes, Director of International Studies and Programs to promote 1st Annual Citizenship Awareness and the many faces of Houston. Faculty, staff and students were invited to bring their lunches and were given the opportunity to talk about their experiences of becoming a citizens of America and how they value this citizenship. Total attendance and participants: 50

### **International Student Forum - November 17<sup>th</sup>, 2009**

This forum led by Anita Gaines, Director of the International Student and Scholar Services Office hosted a panel to discuss scholarship opportunities and other valuable information. This was an opportunity for students to be more involved internationally to be a leading edge for the outside academic arena. Total attendance and participants: 120

### **International Fall Reunion - November 17<sup>th</sup>, 2009**

Invitation to New International Students, this was an effort for them to learn about US holidays & customs and meet new friends from their home country and around the world. Total attendance and participants: 50

### **International Festival - November 18<sup>th</sup>, 2009**

In celebration of the diverse cultures here on campus CEO teamed with the Office of International Studies & Programs (OISP), International Student & Scholar Services Offices (ISSSO), Language and Culture Center (LCC), and Student Government Association (SGA). 25 booths for the various cultural student organizations came out and provided food for the public. Food representing cultures from around the world ranging from appetizers, meals and desserts were served, exposing the UH community to other. The United States Postal Service also came out and had a section for Passport Applications. Study Abroad will be on site for students. Total attendance of members and participants: 140

### **Canvas Banner Painting - November 16<sup>th</sup>, 2009**

This event was to remake of the current CEO diversity painting in the CEO hallway, in the campus activities area. Different cultural groups came out to put a stamp of their logo, Greek letters or emblem of some sort to represent their organizations respectfully. Total attendance and participants: 50

### **Community Outreach to Local Schools - November 19<sup>th</sup>, 2009**

Event led by Dale Hamilton, ISSSO and Parul Fernandes, Director, OISP Students and staff at the University of Houston who have studied abroad or from abroad visited Jackson Middle School students in Grades 6 & 7 in their French class and talked about the importance of learning a new language, travelling and studying abroad and using it to find international careers. Total of attendance and participants: 12

### **World Aids Day-December 1, 2008**

CEO co-sponsored with Keep-A-Child, the second part of the series where students with the shirts came out to discuss the effects of wearing the shirts and how to educate the masses of the spreading epidemic. Total attendance of members and participants: 80

### **December 2009 Graduates (Daily Cougar advertisement)**

CEO sponsored an advertisement on the back page of the Daily Cougar Graduation Edition to congratulate all those conferring degrees in Fall 2008. Total attendance of members and participants: the entire campus body

## **Spring 2010**

### **Programming for Spring 2010**

<b>Asian Spring Celebration</b>	<b>2/3/2010</b>
<b>“The Event” Org fair/ Panel</b>	<b>2/26/2009</b>
<b>Black Heritage Appreciation</b>	<b>2/1/2010 - 2/28/2010</b>
<b>Women Appreciation Event</b>	<b>TBA</b>
<b>South Asian Appreciation</b>	<b>TBA</b>
<b>Frontier Fiesta: Carnival</b>	<b>3/26/2010 – 3/28/2010</b>
<b>iDiversify Conference</b>	<b>4/10/2010</b>
<b>Women of the World Banquet</b>	<b>4/13/2010</b>

## Question #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.**

CEO is requesting an increase in base funding for the daily operations of CEO. The purpose of this base augmentation:

- Fund our bi-weekly position so that it is paid above the federally mandated minimum wage and competitive with other student positions on the University of Houston campus. The budget salary is \$1662.00.
  - **Office Assistant**  
The Office Assistant assists both Director and Assistant Director with all aspects of the organization. The Office Assistant is responsible for maintenance of the CEO office and providing CEO members with equipments and supplies. The Office Assistant is responsible for taking minutes at CEO executive meetings and is the point of contact for all who enter CEO. Advise and assist student organizations as they request CEO Co-Sponsorship.
- Fund five chair positions with a budget salary of \$4360.00. Descriptions of the chairs include:
  - **Chair for Diversity Education**  
Responsible for holding diverse educational programs on-campus for all students. Programming is not limited but can be in the form of speakers, workshops, or forums. This chair also advises and assists student organizations as they request CEO Co-Sponsorship.
  - **Chair for Public Relations**  
This chair is responsible for maintaining positive relationships with CEO individual and group members. Responsibilities include attending member group meetings
  - **Chair for Diversity Programming**  
Responsible for interactive programming on-campus for all students. Programming is not limited to but can be in the form of Food & Culture Night, Diversity Week, and various cultures/ heritage appreciation days.
  - **Chair for Banner Production**  
Responsible for making banners for CEO events and programming. This chair also advises and assists member groups with the production of banner signs and maintaining our CEO bulletin board for keeping the boards informative and up to date. This chair may conduct Bulletin Board Contest to promote member involvement.
  - **Chair of Membership Outreach**  
Responsible for recruitment and retention of members.

<b>Question #6</b>
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**Please list your 2008-2009 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.**

**Objective #1**

- Increasing membership for CEO
  - New Programming

**Objective #2**

- Create and/or enhance partnerships with various cultural student organizations outside of the UH community.
  - Have them participate in the process
  - Create events that encompasses outside participation

**Objective #3**

- To be in high visibility throughout the year

**Objective #3**

- To establish a better relationship with International students

**Question #7**

**What are the other sources of funding available to your unit and what efforts are being made to access them (e.g. grants, donations, etc.)?**

Council of Ethnic Organizations is run and operated by student fees. For this reason all CEO events are free to University Houston students and the organizations that want to actively participate does not solicit funds from the University of Houston or the surrounding community.

<b>Question #8</b>
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**Please describe any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.**

The Council of Ethnic Organizations focuses on culturally enriching the student population at the University of Houston as well as the surrounding communities. Although there are other fee funded organizations that operate under Campus Activities and the University Center, there is only one organization dedicated to the display of diversity on campus. While other programming boards are centered on social and novelty programming, with the help of registered student organizations, each CEO event is spotlights a different heritage and culture. CEO is the only organization that offers the opportunity to its member groups to be year-round members and receive resources to assist in the organizations activities. CEO is also the only organization will co-sponsor up to \$1200 a year for programs that target CEO's goal of multicultural and diverse programming.