



**STUDENT  
HOMECOMING  
BOARD**

**SFAC REPORT 2010 (FY11)**

Submitted January 28, 2010

**STUDENT FEES ADVISORY COMMITTEE (SFAC)**

**FY2010 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**

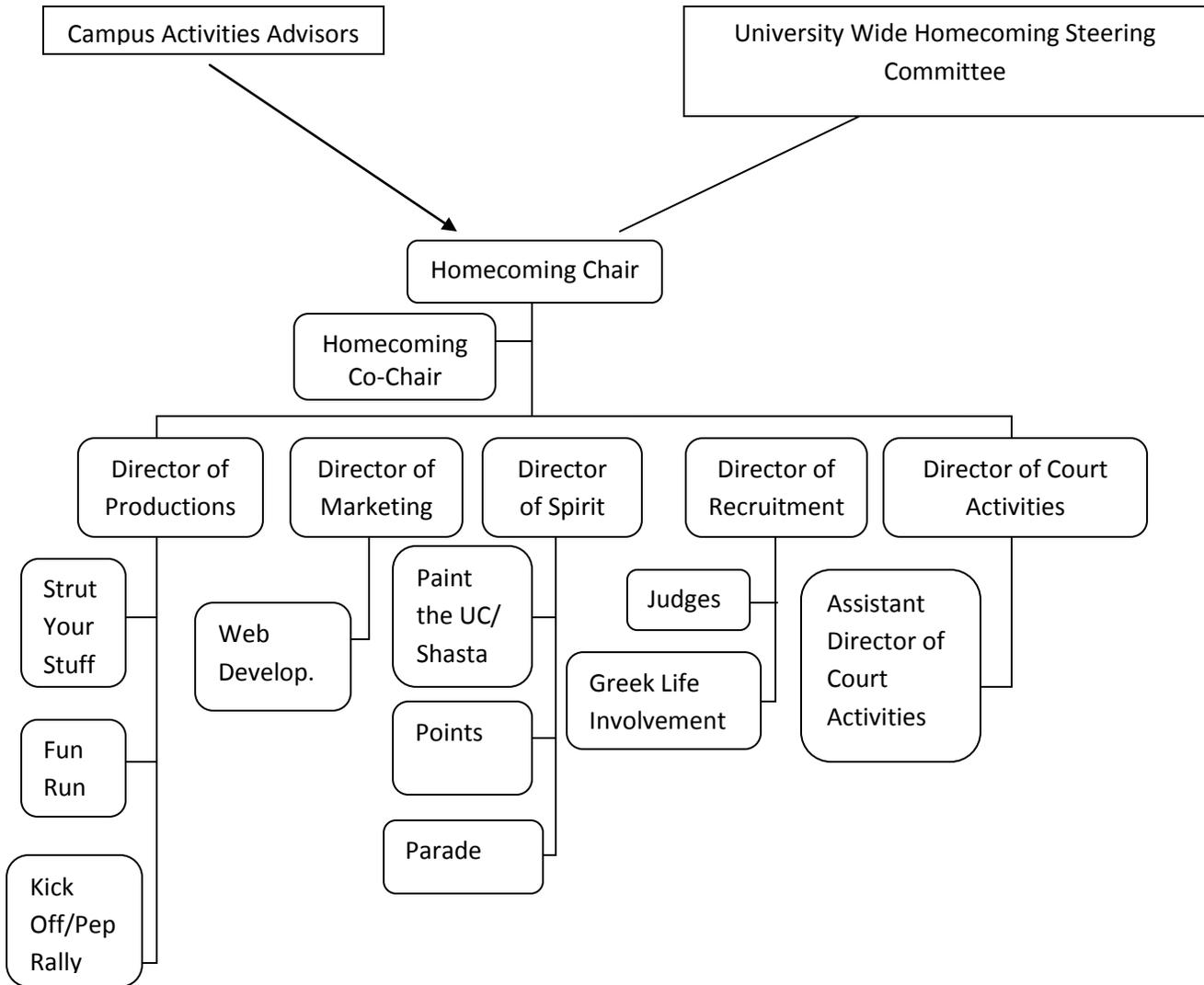
Homecoming at the University of Houston is one of the oldest and dearest traditions on campus. The mission of Homecoming Board is to encourage campus pride in the student body that will translate into a life-long support for the University of Houston. It is more than attending a football game. It is **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, Athletics, Staff Council, and the President's office in this mission. Homecoming events include: Community Service project, Opening Ceremonies, Strut Your Stuff, Go Coogs 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.

**NOTE: This Homecoming Document reflects the goals and objectives of Homecoming 2009 which was funded out of FY10 SFAC budget.**

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 2007-2010 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.

2. **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.**

*STATUS: Achieved*

All positions were filled by interested and qualified individuals that succeeded at their positions and accomplished several tasks and goals given to them when they were appointed to their positions.

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), concert, t-shirt contest, street parade, and the Duke and Duchess Program.**

Status: Achieved

Most of the traditional activities were held as they are every year. We continued hosting Strut Your Stuff, the Beauty Bowl/Block Party, Paint the UC and Banner Contest, King and Queen, T-shirt contest, Street Parade, our spirit day and all the pep rallies. In addition to all of these great events we also included a few more this year; 5K Cougar Fun Run/Walk, Paint Shasta Competition and bring live Cougars to the Homecoming game day festivities.

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

5. *STATUS: Achieved*

We continued to work to expand the homecoming street parade. We discovered that other universities that have more successful parades offer their student organizations spaces to be able to work on and store their floats in advance of the parade. We worked with Turpentine Creek Wildlife Refuge to bring two live cougars to campus. The cougars were featured in the street parade and Turpentine Creek hosted an exhibit leading up to kick off. This year the Paint Shasta competition was created. Student organizations were given a 4'x8' cutout of Shasta and were asked to decorate it in accordance with this year's Homecoming theme. Upon completion, the cut outs were placed along Cullen Blvd. for all the campus to see. This year we replaced Rock the Block with the 5K Cougar Fun Run/Walk in order to help fundraise for a new MVP initiative.

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

*STATUS: Ongoing*

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

Status: Achieved

This year, the Homecoming Board stopped giving points to organizations for attendance. We worked to improve our grass roots marketing and developed programs that students were more interested in. We encouraged student organizations to partner up with other organizations in order to make it more feasible to participate and compete in all of the Homecoming events. We offered multiple promotional items to students such as football shaped stress balls, temporary tattoos, t-shirts and sun glasses.

## **Objective #2 Marketing/ Involvement**

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

**1. Utilize student media outlets (Daily Cougar, Channel 6/SVN, online 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, facebook and coogfans.com. 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 such things as Strut Your Stuff and the pep rallies. We posted updates and questionnaires on coogfans.com, a forum for University of Houston enthusiasts.

**2. Stay up to date with the event participation guidelines and post to web site.**

*Status: Ongoing*

All of the applications and details about each event were updated and posted via internet as well a wall of applications outside of the Homecoming office in the UC Underground. We are currently doing research on developing a new Homecoming web site.

**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. Football shaped stress balls, sun glasses, 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*

**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. A printer and dry erase board have been added to the Chair and Co-Chair's office, along with shelves to help with organization.

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

*Status: Ongoing*

Applications are being accepted after Feb. 5<sup>th</sup>, 2010 so a Chair and Co-Chair will be appointed by the appropriate date.

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

*Status: Achieved*

A training workshop sponsored by Campus Activities was held for the Homecoming Board and other fee funded organizations. At this workshop food was provided and we discussed how the fee funded organizations could work together in order to make all of our missions possible.

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 2009** (FY2010)

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	38
	Staff	3
	Athletic Teams	8

Attendance at **Homecoming 2009** (FY2010)

Overall attendance during Homecoming week increased

Year	Attendance (not including game)
2005-2006	6,000
2006-2007	9,000
2007-2008	10,000
2008-2009	11,500

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

*5. Please discuss any budget changes from your last (FY2010) 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 FY2009 with a Ledger 3 Fund Equity balance, please describe the conditions which caused the fund balance.*

There were no changes in the total amount of budget we are requesting. The Homecoming Board normally allocates \$15,000 of the budget towards a concert to be held during the homecoming week. For Homecoming 2009 we decided that spending that money on a concert was not the best option and decided to use it for several other events. We expanded the parade budget by including a build site tent so that student organizations could have a specific place where to build their floats. The result of this was significant given that the number of floats increased from two to six in just one year. One of these floats was built for the homecoming court using some of this money. Another part of the reallocation of funds was to use \$3000 to bring two live cougars to the homecoming game. Bringing the cougars created a lot of excitement and was a huge success. Finally, a new tradition was added to homecoming by providing student organizations with wooden Shasta cutouts that they painted and decorated. The completed Shastas were propped up along Cullen Boulevard to promote homecoming awareness in different area of campus. While we do not intend to have a concert next year, we are still requesting those \$15,000 so that these new traditions can grow.

6. Please list your 2010-2011 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 2009 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. Place specific emphasis on the 5K Fun Run/Walk, Go Coogs Day and the Block Party.

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

Stay up to date with the 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

Develop a new Homecoming web site to be completed no later than August 1, 2010.

Objective B

Finalize constitution and operating procedures.

Objective C

Review and update current office space and support services.

Objective D

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

Objective E

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 does provide coordinating support for the entire university's efforts in planning and presenting each year's homecoming program.