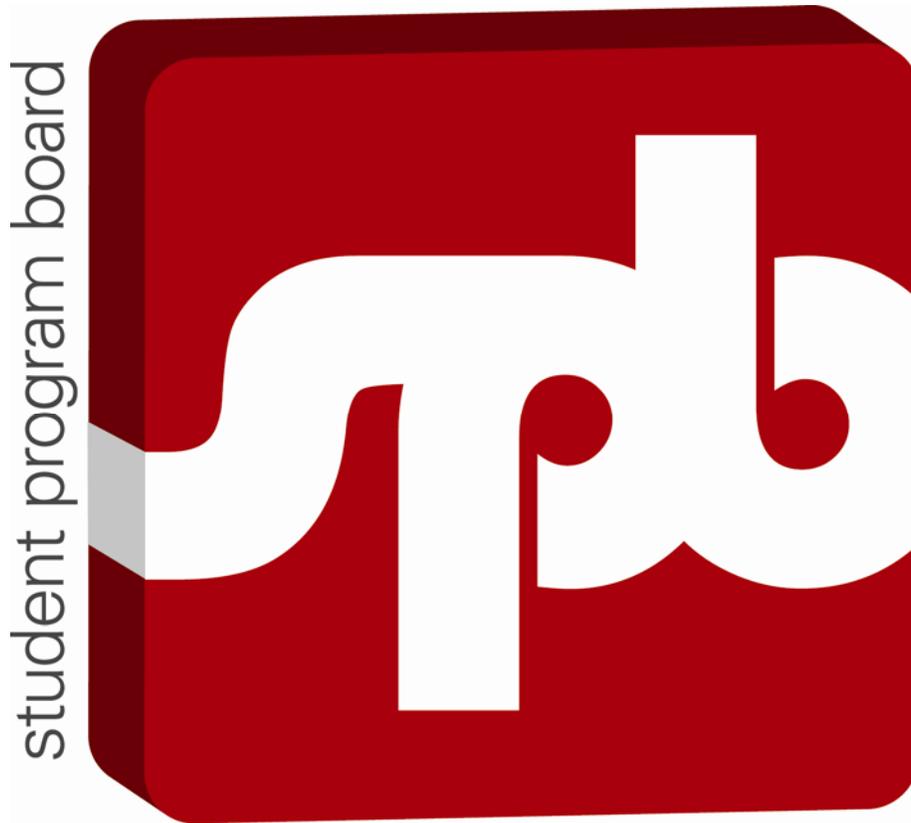# UNIVERSITY *of* HOUSTON

Student Program Board

Student Service Fees Advisory Committee

FY 2010-2011 Program Questionnaire

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 through 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 2009-2010, 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:

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

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 2010-2011:

- o Continue to provide quality programs.
- o Continue to develop SPB student leaders' skills in leadership and provide SPB students with a learning experience.
- o Improve marketing for SPB and all SPB events by utilizing new and innovative tactics.
- o Increase total attendance by 10%.
- o Increase active membership by 10%.

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 students' memorable times at the university, but also have a significant impact on their growth and learning experiences outside of the classroom. By providing programming that creates growth and socialization opportunities for all types of students, as well as an experiential leadership-learning laboratory for its members, the Student Program Board benefits UH students at many levels.

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.

University of Houston
Student Program Board Organizational Chart
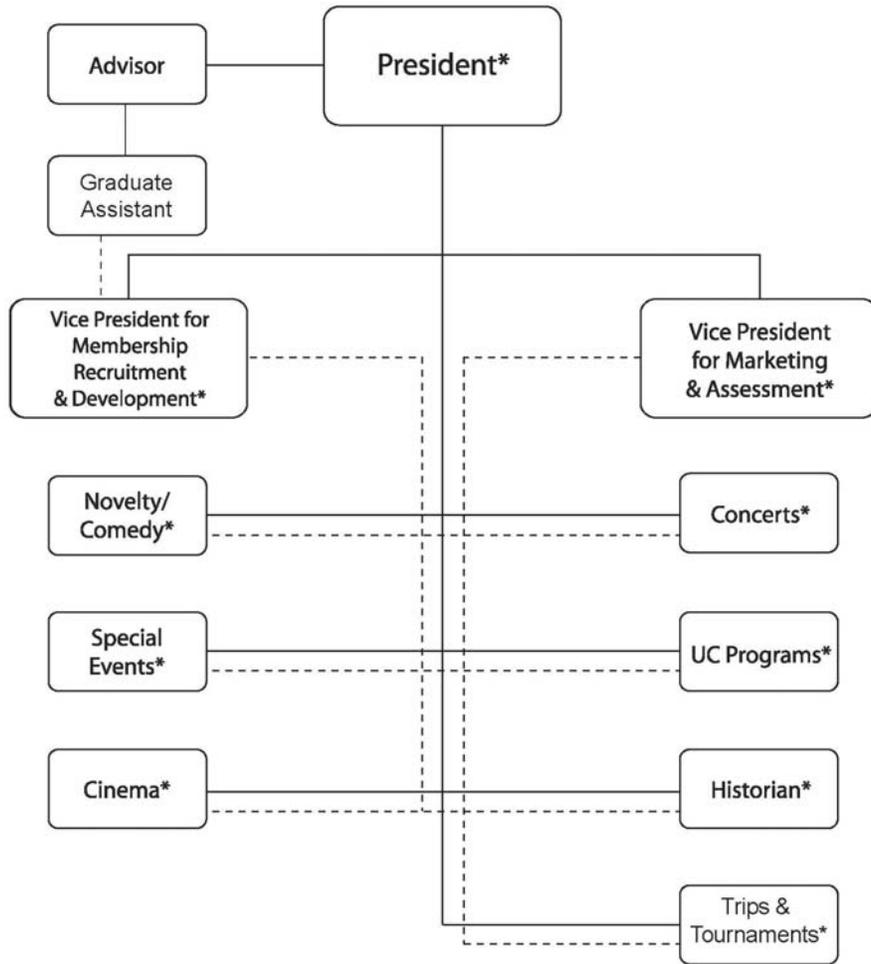
*Compensated Student Leader

As of 01-26-2010

List the objectives that you provided with your 2009-2010 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.

2009-2010 Objectives:

- o **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 (Appendix A).
  Status: Completed/Ongoing
       - SPB follows the SPB Marketing Timeline to produce and advertise events in a timely manner.
       - The Vice President of Marketing and Assessment communicates all marketing needs and design information to Creation Station for the production of marketing materials by submitting a Marketing Needs Form (Appendix B) to ensure clear communication and a consistent contact for Creation Station.
       - The Vice President of Marketing meets with each SPB chair to make sure the timeline is followed and discusses marketing, designs, and budget.
       - SPB board members traveled to the Regional Conference for the National Association for Campus Activities (NACA) and have used this experience to network with various vendors that sell promotional items. In addition, SPB gained new guerilla marketing tactics from conference educational sessions that have been used for marketing SPB events to the UH campus.
       - SPB chairs meet with the Vice President of Marketing and Assessment to discuss new innovative marketing tactics such as tagging students with clothes pins that contain event information, facilitating a live dodgeball tutorial in front of the library, and producing yard signs and enlarged (oversized) posters.
       - SPB events are publicized on Facebook, which enables students to be reminded of upcoming events and provide comments and/or feedback.
       - SPB participates in the Cougar Trading Card program created by Dr. Bott that is designed to enhance participation at UH events.
       - SPB utilizes Twitter to keep students updated on SPB events and meetings.
    2. Improve marketing in regards to flyers, banners, and press releases to keep the UH campus informed of SPB events.
  Status: Completed/Ongoing

- The Vice President of Marketing and Assessment sends out a press release for every event to University of Houston faculty, staff and media contacts.
- The Vice President of Marketing and Assessment sends out a weekly email with upcoming event information and updates to the SPB listserv.
- The SPB sandwich board is displayed in the University Center with current event information, posters, flyers, and contact information.
- Posters and directional signs are posted around events to direct attendees and members to an SPB event location.
- Table tents and yard signs are placed around campus to advertise events.
- SPB created a new and improved web site that is more user-friendly and entertaining.
- Videos of upcoming artists, movie previews and performers are featured on the SPB web site to promote events and provide a preview for students.

3. Utilize the SPB Marketing and Public Relations Committee to publicize SPB events.

Status: Ongoing
- During the Fall 2009 semester the SPB board members and volunteers served as a Street Team to advertise events, pass out handbills and hang up posters to raise awareness around campus.
- SPB board members meet with the Vice President of Marketing and Assessment to brainstorm new marketing ideas for upcoming events.

4. Maintain a consistent brand image for the Student Program Board, and ensure that the SPB logo is included in all marketing materials.

Status: Ongoing
- All marketing materials and promotions have the SPB logo, contact information and state "Funded by your SFAC Fee" legibly.
- The SPB display board and informational packets are displayed at events for brand recognition.
- Marketing materials and promotions are reviewed by the Vice President of Marketing and Assessment and approved by the SPB advisor.
- A SPB banner with committee information is located in the University Center to promote the organization.

5. Continue to design fun and innovative promotional items with the Student Program Board logo to give away at different events throughout the year.

Status: Completed
- SPB has various promotional items such as pens, cougar stress balls, shirts and key tags that promote the organization in a fun fashion.
- SPB has utilized all promotional items from the 2008-2009 school year such as Rubik's cubes, backpacks, yo-yo's and plastic bags.

- A new display board has been used to promote the organization for students to understand the different types of entertainment events SPB has to offer as well as display photos from previous events.

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

Status: Ongoing

- The VP of Marketing and Assessment and Historian worked closely with UC Technology Services to design a new layout, design and features for the web site.
- The SPB web site is constantly updated with new photos, flyers, and event information.
- All board members and SPB contact information is updated as needed.
- To keep the web site fun and interactive we have added a game feature that is compatible with Adobe.
- The new "Winners Circle" section of the web site highlights the SPB "Volunteer of Month" and winners of various games and tournaments sponsored by The Student Program Board.
- Polls can be posted on the web site to gauge student interest in upcoming events. This has been used for polling students about comedians to bring to campus. This allows SPB to see what events students would like to see on campus.

o **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 (Appendix C) to ensure all details are accounted for when planning events.

Status: Completed/Ongoing

- All programs provided by and supported by SPB are proposed by an SPB Chair or Executive to The Student Program Board to ensure all details are accounted for and that the event is planned to be carried out in a timely manner.
- A program outline is created to detail the general event information, such as who, what, when, and where, as well as explain items at the event and detail a timeline for the event, including setup. The program outline assists SPB members with providing correct information to interested students; as a whole, the program outlines maintain a collective list of all events. Program outlines are displayed in the office for quick reference.
- All paperwork, except contracts and coversheets, required to carry out the event must be presented to the President prior to the proposal. Paperwork includes, but is not limited to, venue reservations, policy waiver requests, program outlines, temporary food dealer permit, open flame permit, and table tent permit. These items are taken care of in

advance so that we know that we are capable of providing a quality event.

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

Status: Completed/Ongoing

- SPB always meets with a group that is interested in collaborating with us in any way, regardless of the scope of participation.
- The SPB UC Programs Chair meets with University Center representatives on a bimonthly basis to communicate possible events that would take place within the UC.
- SPB always communicates with necessary departments to ensure we have all requirements for our events completed properly; for example, we communicate with the Fire Marshall for temporary food dealer permits or open flame permits, we communicate frequently with the UC CARS (Conference and Reservation Services) office to ensure we have all policy waiver permits, freedom of expression permits, general reservation paperwork as well as any additional maternal needed.

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

Status: Ongoing

- The Vice President of Marketing and Assessment met with the Greek advisors for sororities and fraternities for their contact information.
- SPB met with several student organizations in the fall; SPB meeting and event times were an obstacle for attending other student organization meetings.
- SPB rescheduled its board meetings for the spring to not coincide with other student organization meeting times to ensure better communication with student groups.
- During the spring, SPB has met with several student organizations to continue to inform students and learn what events would interest students.

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

Status: Ongoing

- SPB traveled to the NACA Central Region Conference in October and met with many schools in Texas and several surrounding states.
- SPB learned about many programs involving athletics and is taking steps, including discussing these possibilities with athletics, to provide programs such as halftime contests at basketball games and SPB socials at various athletic events.
- SPB booked two performers at the NACA Central Region Conference after seeing their performances, hearing positive feedback from schools that had already booked them, and getting a lower "conference special" price.

- All programs and educational sessions the attending Chairs participated in during the conferences were brought to the attention of the full Board for discussion and idea sharing.

- **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.

        Status: Completed/Ongoing

        - The Vice President for Membership Recruitment and Development, with the assistance of the Executive Cabinet, Graduate Assistant, and Advisor led the coordination of the summer and winter retreats.
        - The retreats focus on team building skills, event and marketing planning, schedule coordination, and communication.

    2. Create a graduate assistant position to assist with the leadership development activities.

        Status: Completed

        - The graduate assistant position and job description (Appendix D) was created and works closely with the VP of Membership Recruitment and Development.
        - The graduate assistant arranged for development speakers to work with SPB general membership on the topics of Public Speaking and The Art of Mingling.
        - The graduate assistant has acted as an additional advisor through supervising events, helping with advertising, and advising with event planning.

    3. Provide learning experiences for SPB members on a weekly basis.

        Status: Ongoing

        - The SPB President meets with all SPB Executives every other week; during these meetings the President discusses an array of topics including areas of improvement. The President will provide supplemental items to the desired improvements such as teaching Executives about Microsoft Outlook for organization or agenda preparation to improve focus.
        - Board Members attend weekly Board meetings and are informed on all program items from all SPB Executives and are encouraged to question or challenge programs discussed to ensure the best programs possible. This method enables Executives to experience "real world" business meetings and communication habits.
        - Student Programming Magazines and trends are presented to SPB to continue learning and developing.
        - The SPB President and Graduate Assistant researched and created an educational session that they presented at the NACA Central Region Conference.

- The events SPB puts on and the process it takes to provide these events is a huge learning experience and introduces students to a multitude of experiences such as establishing a committee, searching for programs, communicating with artists and agents, finalizing contracts, working on a timeline, reporting to the President about event progress, designing and developing marketing items for a target date, utilizing volunteers and delegating, and much more.

- **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.
  Status: Ongoing
     - SPB General Membership meetings are marketed at all SPB events.
     - Facebook is utilized to invite all SPB Facebook members to the General Membership meetings.
     - SPB Chairs market the General Membership meetings by passing out flyers and putting up table tents.
     - SPB has put up a banner about the General Membership meetings in the residence halls.
  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, members are updated on upcoming events and put in contact with committee chairs.
  Status: Completed/Ongoing
     - The General Membership meetings have continued to take place once every two weeks and have had the largest consistent attendance compared to recent years.
     - Each committee chair updates the members on upcoming events during the meetings.
     - The Vice President for Membership Recruitment and Development plans meetings that are interactive and fun to give students the time to interact and enjoy being part of the group.
     - Two meetings were dedicated specifically to getting members' opinions on upcoming events and what events we should bring to the campus.
  3. Attend a variety of student organization meetings to inform as many students as possible about the Student Program Board General Membership.
  Status: Ongoing
     - At the beginning of the fall semester the Executive Board went to classes to inform students about SPB.
     - SPB met with several student organizations in the fall and informed them about the General Membership meetings.

- During the spring, SPB has met with several student organizations to continue to inform students about the SPB General Membership meetings.
4. Evaluate and update the member incentive program to ensure it fits the needs of SPB.
Status: Completed/Ongoing
- The Executive Cabinet reviewed the previous incentive program and developed a more cost effective way to recognize members' efforts.
- A Volunteer of the Month award has been created. The Volunteer of the Month is selected by the Student Program Board.
- Give-a-ways have been provided at each General Membership meeting to acknowledge various efforts.
- SPB has developed partnerships with companies around the University to provide members with extra incentives.
- SPB participates with the Cougar Trading Card program created by Dr. Bott to incorporate SPB into existing UH incentive programs.
5. Utilize the University of Houston demographic information to better understand the students that are trying to get involved.
Status: Completed/Ongoing
- SPB has viewed the demographic information and considers this data when programming events for campus.
- Each time an event is proposed at an SPB meeting, there is a discussion about the demographics of the campus and if the program will benefit of the UH community.

o **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 that includes 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 is responsible for creating more tournament-style programming on campus, spanning from chess tournaments to Madden gaming competitions.
Status: Completed
- The Trips and Tournaments Chair Job Description (Appendix E) was created and a student was hired to fill the position.
- In the fall of 2009, this chair has planned a Super Smash Brothers Tournament, Dodgeball Tournament, Gingerbread House Building Contest, and an away game trip to New Orleans to support UH Football.
2. Collaborate with partners on campus (including UH Athletics, UC Leisure Services, etc) to keep costs of Trips and Tournaments programs to a minimum.
Status: Completed/Ongoing

- The Trips and Tournaments Committee reached out to athletics, UCAF, Coog Crew, and The Alumni Association when planning the UH vs. Tulane away football game trip to New Orleans.
- The Trips and Tournaments Committee collaborated with the Recreation Center to combine resources for the SPB Dodgeball tournament.
- The Trips and Tournaments Committee collaborated with UCAF to combine resources for a Super Smash Brothers game tournament.

3. Continue assessing the needs of the UH student population to ensure programming fits the needs of the students.

Status: Ongoing
- SPB continues to provide after-event assessments of all events to gain knowledge of student satisfaction; the assessments are taken into consideration with future programming.
- Attendance is taken at all events to maintain awareness of student interest in all events.
- During the summer retreat the Board Members discussed events that pertain to different segments on campus such as commuters and non-commuters, Veterans, undergraduates and graduates, etc.
- SPB is always looking at other program boards across the nation to see the latest trends in campus programming to stay current and keep UH SPB a successful organization.

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, SPB feels 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 chairs are required to fill out a Program Evaluation Form (Appendix F) 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 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 to do a similar event, as well as learn from the situations that have occurred in the past.
- SPB has developed a post-event evaluation tool and is exploring new ways to administer this tool.
- 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 below and on to next page gives event attendance figures for the 2009 Spring and Fall semester.

DATE	EVENT	ATTENDANCE
2/11/2009	Wolf Explosion Concert	40
2/11/2009	Movie: 50 First Dates	30
2/12/2009	Stuff-A-Bear Novelty	350
2/18/2009	Deep Ella Concert	30
2/19/2009	Movie: Miles Davis Documentary	10
2/25/2009	Sleeping With Giants Concert	40
3/4/2009	Dremnt The End Concert	50
3/11/2009	Safe Spring Break Novelty Beach Balls	275
3/25/2009	The Phlegmatics Concert	45
3/28/2009	Frontier Fiesta Family Fun Day	1500
3/31/2009	Movie Sneak Peek: Observe & Report	200

4/1/2009	NO Exit Concert	40
4/8/2009	James Coronna Concert	45
4/8/2009	Movie: Ferris Bueller's Day Off	15
4/15/2009	Funky Mustard Concert	40
4/21/2009	LMAO Comedy Show & Art Auction	250
4/22/2009	Movie: Wall-E	10
4/27-5/1/2009	SPB Culture Week	25
5/6/2009	Movie: Superbad	15
6/4, 6/11, 6/25, 7/9, 7/23, 7/30, 8/6/2009	Coogs Night Out	1,250
8/26/2009	Cat's Back Oxygen Bar	175
8/26/2009	Cat's Back Comedy Show	195
9/3/2009	Family Crest Novelty	110
9/16/2009	Ladd Smith Concert	80
9/22/2009	Jarrod Harris Comedy Show	30
9/24/2009	Henna Tattoo Novelty	150
9/29/2009	Self Defense class	15
10/14/2009	Nothing More Concert	100
10/17/2009	UH vs. Tulane trip	55
10/22/2009	Vogue Fashion Caricatures	150
10/27/2009	Movie: Friday 13th	35
10/28/2009	Lee-Lonn Walker Concert	205
10/28/2009	Helen Hong Comedy show	55
10/29/2009	Wax Hands novelty	200
11/3/2009	Rodney Laney Comedy show	55
11/4/2009	Brazz Tree Concert	75
11/4/2009	Alain Nu Magic show	215
11/11/2009	Windows 7 Event	1,650
11/11/2009	UC Poetry Slam	125
11/11/2009	Dodgeball Tournament	215
11/17/2009	Good Morning Coogs	97
11/17/2009	Natasha Leggero Comedy Show	105
11/19/2009	Dog Tags Novelty	321
11/19/2009	Super Smash Brothers Tournament	120
12/2/2009	Winter Wonderland	1,400
12/9/2009	Free Massages	53
12/10/2009	Movie: In Search of A Midnight Kiss	15
26 various dates	Karaoke Night	590
	TOTAL	10,851

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 2010 Spring semester, many of which were planned based on evaluations and feedback from students:

- January 22-23, 2010: SPB Retreat
- January 26, 2010: Karaoke Night
- January 27, 2010: SPB Feeds UH
- January 27, 2010: Movie: My Sister's Keeper
- February 2, 2010: General Membership Meeting
- February 2, 2010: Madden 10 Video Game Tournament
- February 3, 2010: Movie: Couples Retreat
- February 4, 2010: Madden 10/Guitar Hero Game Tournament
- February 9, 2010:Spring Satellite Concert Series
- February 9, 2010: Karaoke Night
- February 10, 2010: Stuff-A-Bear and UC Matters of the Heart Event
- February 13-17, 2010:NACA National Convention
- February 16, 2010: General Membership Meeting
- February 16, 2010: Board Game Night
- February 23, 2010: Karaoke Night
- March 2, 2010: General Membership Meeting
- March 2, 2010: Open Mic Night
- March 9, 2010: Spring Satellite Concert Series
- March 9, 2010: Lecture: The Dating Doctor
- March 9, 2010: Karaoke Night
- March 10, 2010: Safe Spring Break Event
- March 10, 2010: Movie: The Ugly Truth
- March 23, 2010: Spring Satellite Concert Series
- March 23, 2010: General Membership Meeting
- March 25-27, 2010: Frontier Fiesta
- March 30, 2010: Spring Satellite Concert Series
- March 30, 2010: Karaoke Night
- April 6, 2010: Spring Satellite Concert Series
- April 6, 2010: Karaoke Night
- April 6, 2010: General Membership Meeting
- April 13, 2010: Spring Satellite Concert Series
- April 13, 2010: Karaoke Sing Off
- April 20, 2010: Spring Satellite Concert Series
- April 20, 2010: NBA 2K10 Video Game Tournament
- April 20, 2010: General Membership Meeting

The Student Program Board strives to create quality programming based off the feedback and evaluations from UH students. We hope to keep developing a busy program schedule in which UH students are excited to participate.

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 overall change in Income and Expenditure from our last FY2010 SFAC request and actual approved budget. There was difference in funding designation as explained below. The funding change has no adverse impact on the ability of SPB to fulfill its mission to student.

A. Income

Overall income funding amount on the SFAC request form follows:

Decrease in requested Base funding   ($40,000)
Increase in One-Time- Funding $40,000
Net change in funding $0

B. Expenses

There was no change in overall expenses

Since our last budget request, SPB was given the opportunity to make many changes to the organization due to additional funding. SPB was granted permission to fund a Graduate Assistant, a Trips & Tournaments Chair and add additional money for programming. This has energized the organization even more.

SPB has greatly utilized the Graduate Assistant. He has created program planning manuals, assisted with the development of membership incentive programs, advised students about marketing and event planning, and supervised events. With the increase in number of programs, chairs, and SPB members, there was a great need for a Graduate Staff member. The Graduate Advisor has improved the development of the board and assisted in the development of many programs for the UH community.

The Trips and Tournaments Chair has been a great addition to the Student Program Board. This position was created to fill the need for more trip and tournament style programming. For the short time this position has been around, the chair has a strong committee that has planned a Super Smash Brothers Tournament, Dodgeball Tournament, Gingerbread House Building Competition, and an away game trip to New Orleans to support UH football. This position has already touched over 375 students in its first semester and is looking to provide even more programming in the future.

The additional programming dollars provided to the board by SFAC last year allowed for SPB to provide more UC Satellite Concerts on a regular basis. UC Satellite Concerts provide a musical experience for UH students during their lunch break. The additional funding also provided SPB with the opportunity to bring in an additional comedian, SPB's Winter Wonderland, and additional novelty events.

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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.

2010-2011 Objectives:

- **Objective #1:** Focus on high quality programming.
  Plan of Action
    1. Plan events at least one month prior to the event date 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. 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.
    4. Continue to facilitate a healthy committee system which, through committee members, will provide SPB with invaluable ideas and feedback.
    5. Continue discussing potential events at General Membership Meetings to gain feedback.

- **Objective #2:** 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. Provide learning experiences for SPB members on a weekly basis.
    3. Provide SPB student leaders with access to leadership development programs.

- **Objective #3:** Improve marketing for SPB and all SPB events by creating new and innovative tactics.
  Plan of Action
    1. Enhance marketing strategies and produce materials according to the SPB Marketing Timeline.
    2. Focus on developing new, creative marketing methods to establish greater name recognition on campus.
    3. Improve marketing in regards to flyers, banners, and press releases to keep the UH campus informed of SPB events.
    4. Utilize the SPB Marketing and Public Relations Committee to publicize SPB events.
    5. Maintain a consistent brand image for the Student Program Board, and ensure that the SPB logo is included in all marketing materials.

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6. Continue to design fun and innovative promotional items with the Student Program Board logo to give away at different events throughout the year.
7. Continue to maintain the SPB web site by keeping it current and effectively communicating our image and mission to the University of Houston community. Regularly evaluate the web site to make sure it is offering everything students need.

o **Objective #4:** Increase total attendance population by 10 percent.
Plan of Action
1. Survey the student body to discover the types of events UH students want to see.
2. Continue utilizing all planning procedures and communication methods to ensure events are planned accordingly.
3. Continue to think creatively with marketing to grab student's attention.
4. Utilize all methods of researching potential events to ensure SPB brings the most unique and entertaining acts.

o **Objective #5:** Increase active membership by 10 percent.
Plan of Action
1. Utilize all opportunities to sign up potential members.
2. Expand the new Member Incentive Program and communicate it clearly to members at General Membership Meetings.
3. Place greater emphasis on committee participation during the event planning process.
4. Provide members with specific information on how to volunteer and job descriptions for volunteering.
5. Attend a variety of student organization meetings to inform as many students as possible about The Student Program Board.

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 Dodgeball Tournament held on November 11, 2009. This event was a collaboration between SPB and the Campus Recreation & Wellness Center to promote school spirit and competition. This was a great collaboration because both parties were involved in the planning process and gave equally to the event.

The SPB ticketing guidelines also provide 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. 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 for 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 regular 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.

Please describe any overlap between your unit and any other unit(s) providing services to 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

Marketing Checklist and Timeline

University of Houston Student Program Board

4-6 weeks before:

- Contact VP Marketing and Assessment to create marketing plan. Decide on materials needed and optimal mediums for advertising.
- Complete the Marketing Needs form located on the SPB server.
- Note that when making these plans, information needs to be turned into Creation Station at least 4 weeks in advance to get all marketing materials created in time to publicize the event.
- Reserve banner space.
- Reserve space for table tents.

4 weeks before:

- Add event to the SPB website calendar.
- Submit event to the UH Campus Calendar at http://www.advancement.uh.edu/marketing/calendar/submitevent/calendar_submit.html
- Order Daily Cougar ad space.
- Contact radio stations if interested in a radio commercial.
- For larger events, contact local news channels to inform them of the event.

3 weeks before:

- Post flyers throughout campus.
- Place flyers in Student Organization Mailboxes in Campus Activities.
- Send co-sponsors copies of advertising for distribution.
- Create Facebook Event.
- Send out event press release.
- Contact the Daily Cougar about event. Encourage them to write a story about it.

2 weeks before:

- Hang up banners.
- Place table tents on tables.
- Add event information to SPB listserv email.
- Have marketing team pick up flyers to pass out for the event. Start passing out flyers.
- Send out emails targeted to specific student organizations who would be interested in the event.

1 week before:

- Pass out flyers for event.
- Place sandwich board with event information out by the UC entrance.

Week of event:

- Pass out flyers for event.
- Daily Cougar ad in paper.
- Send out reminder email on SPB listserv
- Send out Facebook reminder

Marketing Needs Form

Student Program Board

This form should be completed a minimum of 4 weeks prior to the event

Committee Chair: _____

Email: _____

Event Title: _____

Event Date: _____

Event Location: _____

Description of Event: _____

_____

_____

Advertising/Design Concept (color scheme, graphics, etc): _____

_____

_____

Exact wording for design: _____

_____

_____

Marketing Needs (check all that apply):

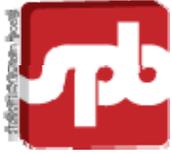___ Flyers   Amount: _____   Size: _____

___ Posters   Amount: _____   Size: _____

___ Banner   Amount: _____   Size: _____

___ Newspaper ad   Size: _____

___ Other _____

Student Program Board

<u>**Program Proposal**</u>

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			
Handbills			
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		
Publicity Total	Total from publicity table	
EVENT TOTAL	**Publicity + Event details**	

Vote:

PASS	
PASS WITH AMENDMENTS	
FAIL	
ABSTAIN	

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

Student Program Board

93 University Center
Houston, TX 77204-3049
713/743-5210
Fax: 713/743-5178
Website: *www.uh.edu/spb*

Graduate Assistant, Student Program Board

Position Overview
The University Center and Associated Facilities (UCAF) Student Program Board (SPB) Graduate Assistant will work with the Activities Advisor, Student Program Board membership, and additional UCAF staff as needed to support SPB's needs in relation to the development, implementation, and program planning for the Student Program Board.

Position Responsibilities
Primary
- Assist with the advisement of the Student Program Board.
- Advise the SPB VP of Membership Recruitment and Development with a focus on leadership training activities including, but not limited to, SPB Retreats, membership incentive programs, event planning training, and general membership activities.
- Provides on-site supervision of events to oversee facilities use, arrangements, compliance with policies, safety, and to assist with problem resolution.
- In conjunction with the Executive Cabinet, draft updated policies, update the SPB constitution, and create bylaws.
- Research model Program Boards at peer institutions for possible implementation at University of Houston.
- In conjunction with the Activities Advisor, develop collaborative partnerships (internally and off-campus) to enhance resources and programming opportunities for SPB.
- Assist with the development of assessment tools for Student Program Board members to better assess the needs of the growing board.
- Develop components of the Student Program Board Annual Report.

Secondary
- Participate in scheduled UCAF meetings or training sessions as assigned.
- Work on additional UCAF special projects and provide support for UCAF programs as assigned.

Qualifications
The individual must have completed a Bachelor's Degree. The individual must be currently accepted and enrolled in a University of Houston graduate program. It is preferred that the individual have an interest in pursuing a career in higher education field. Individuals pursuing career fields that may be related or require skills which are transferable will also be considered for this experience.

Terms of Position
The Graduate Assistant will serve for one academic year with a possible option to consider a summer term and/or second year experience pending successful reviews as well as career interests.

Assistantship experiences and projects will be developed in consideration of the individual's skills, interests, and career goals. The Graduate Assistant will work a minimum of 20 hours per week.

Supervision & Working Relationships
The Graduate Assistant will be supervised by the UCAF Activities Advisor. The Graduate Assistant will also work on a daily basis with SPB Student Leaders, General Membership, and UCAF Staff.

Remuneration
$965 stipend per month (or the standard Graduate Assistant compensation for UH). Additional benefits include funding to attend a fall regional Association of College Unions International Conference.

Personal Development
- Develop personal goal plan to correspond with assistantship.
- Participate in ongoing personal evaluation and reflection.
- Attend the fall regional conference of the Association of College Unions International (ACUI).
- Attend the fall regional conference of the National Association for Campus Activities (NACA).
- Read selected materials related to the field of student affairs and participate in components of annual UCAF Staff Retreats as assigned.

Applications & Contact Information
Application review will begin May 15, 2009 and will continue until the position is filled. Qualified individuals should submit a letter of application, resume, and names, addresses, and phone number of three (3) work-related references to:

> Keith T. Kowalka
> Executive Director, University Center & Associated Facilities
> 282 University Center
> University of Houston
> Houston, TX 77204-3049
> Email: kkowalka@uh.edu

To request additional information about the position or Student Program Board, all inquiries can be addressed to:

> Kristen E. Salo
> Activities Advisor
> 93 University Center
> University of Houston
> Houston, TX 77204-3049
> Phone: 713.743.5652
> Email: kesalo@uh.edu

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

Student Program Board
Committee Chair Application

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

Student Program Board
<u>**Committee Chair Application**</u>
Trips and Tournament Chair

The University of Houston Student Program Board (SPB) is a student fee-funded, student-run organization that strives to bring the best and brightest entertainment to the University of Houston.

Our mission is to bring quality, educational and entertaining programs that enhance the quality of life of students at the University of Houston. SPB is a laboratory where students develop leadership skills and acquire knowledge that will benefit their overall academic experience.

Position Description:
- Be responsible for coordinating SPB sponsored trips for UH students to a variety of locations including away athletic events, local museums, or city festivals.
- Be responsible for coordinating SPB sponsored tournament style programming.
- Complete and submit program proposals for all trips and tournaments events.
- Work with agents from various companies to schedule and obtain dates for trips and tournaments throughout the year as well as obtain marketing materials for trips and tournaments from said agents.
- Develop and administer contracts as necessary.
- Work with the Vice President for Marketing & Assessment to ensure the campus community is aware of all SPB trips and tournaments events.
- Work with the Vice President for Membership Recruitment and Development to identify committee members; match committee members' interest and skills with responsibility; and recognize outstanding performance.
- Ensure all trips and tournament events undergo planning, implementation and post-program assessments
- Attend all Student Program Board retreats and meetings as scheduled.
- Assist with all Student Program Board events.

Qualifications:
- Must be a University of Houston student enrolled for a minimum of nine (9) credit hours per each long semester in office.
- Must maintain a cumulative GPA of a 2.5 or higher to be compensated.
- Must not have a graduation date prior to May 2010.
- Must be able to work a minimum of twenty (20) hours per week.
- Must be able to attend summer retreat June 12-14, 2009
- Must be able to attend winter retreat January 8-10, 2010

Compensation:
- **$100 per month** (September 2009 – April 2010).
- Term runs from designated start date through April 2010.
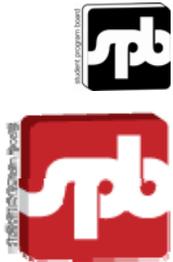
Program Evaluation Form
Student Program Board
Please attach contact information of resources used when planning event, budget, and survey/assessment results from event attendees.

Program Title:
Date/Time/Location:
Purpose of Event:

Summary of Event:

Cosponsoring Organizations:

Attendance: Students   Faculty/Staff Community Members

Total Cost (*please attach budget*): $

How was this event advertised?

Was the advertising effective? Explain:

Overall comments and evaluation of event *(was the venue appropriate, advertising, cost, working with agents, etc):*

Areas for improvement:

Should event be repeated in the future? Yes/ No/ Yes with changes
Please explain:

** TURN IN EVALUATION WITHIN 2 BUSINESS DAYS AFTER THE EVENT**