UNIVERSITY of HOUSTON

STUDENT PROGRAM BOARD

QUESTION 1

Please provide a one-page executive summary of your questionnaire responses. This summary should include, in brief terms: your unit's mission, how you accomplish your unit's mission, and a justification of your unit's student fee allocation in terms of benefits for students.

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

Our objectives for FY 2010-2011 reflect our adeptness in student life programming, student development enhancement, organizational effectiveness, volunteer retention and recruitment, and responsible fiscal management. These objectives were established and launched by SPB student leaders and were as follows:

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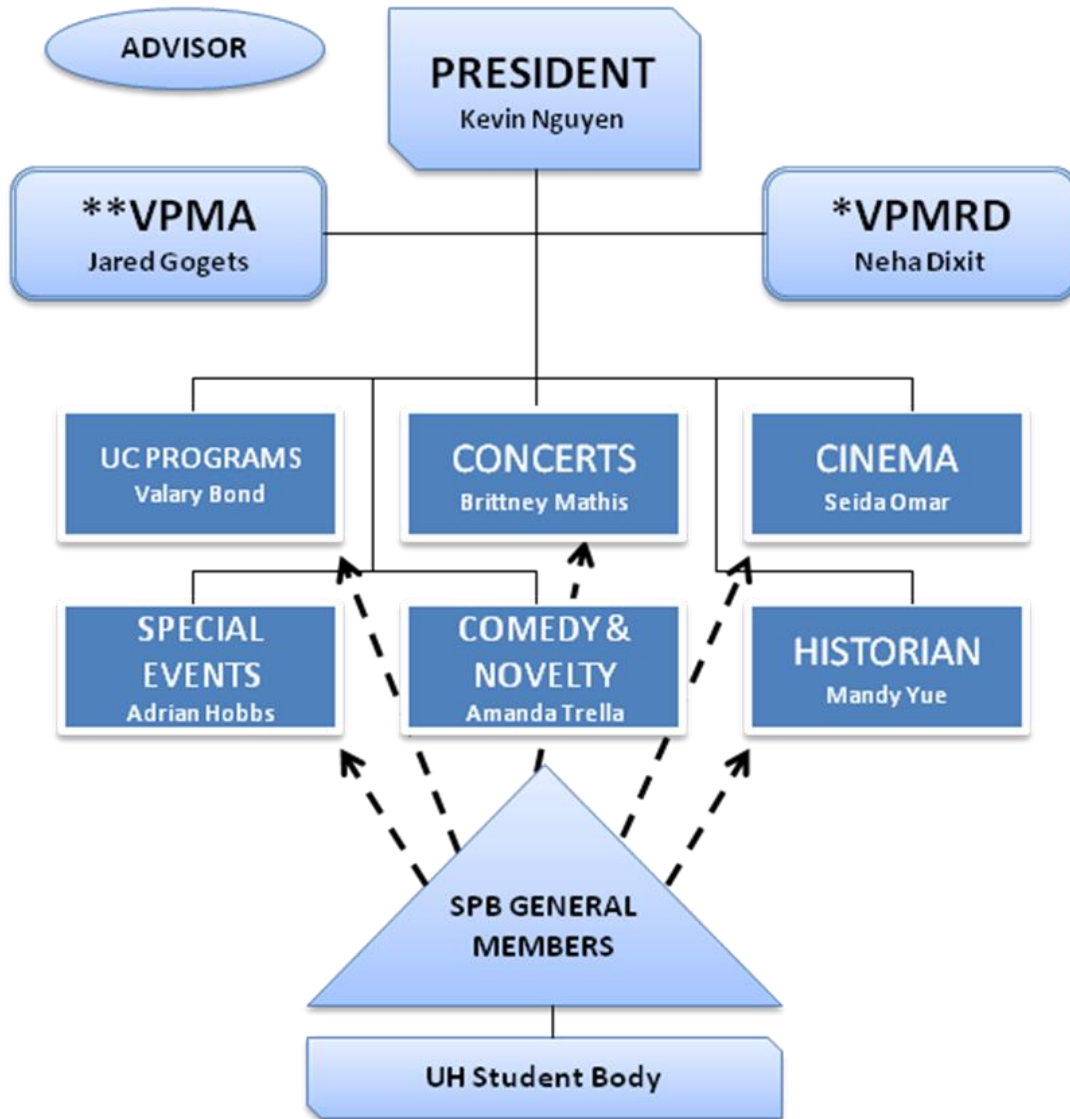- Financial planning/accountability

As we continue to grow as an organization, it is the Student Program Board's desire to continue to implement past objectives in all aspects of our mission while at the same time creating new objectives for the FY 2011-2012:

- Continue use of our new "brand identity" which promote student involvement and University of Houston pride
- Enhance our quality programming with new, innovative event ideas
- Reinstate our successful Trips and Tournaments Chair position
- Continue our focus on more cost effective, successful marketing techniques
- Increase general membership involvement through more volunteer opportunities
- Enhance SPB's potential as a channel for UH pride and student involvement on campus

The Student Program Board believes that the student fees allocated to our organization directly impact the quality of our programs and events. These programs are instrumental in creating a well-rounded and memorable college experience for students at the University of Houston. Being a commuter school, it is difficult for many students to integrate themselves into a healthy, beneficial campus involvement scene. SPB allows students to make the most of their time here at U of H. Our programs not only enhance student life through entertainment and educational enrichment, but also provide growth through learning experiences outside the classroom. The student fee funded programs SPB provides allow our members the opportunity to experience growth through "real world" event planning, marketing and leadership experience. More importantly, our events and programs provide all UH students with an outlet to enrich their own overall college experience through the enjoyment of our quality programming.

QUESTION 2

Provide an organization chart of your unit. Large units may need to have an overview chart and then more specific charts for each program. Where you have multiple staff in the same position (e.g. counselor, custodian, etc), note this on your chart. Student employees should be cited on the chart and identified as students.

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                    ADVISOR            PRESIDENT
                                       Kevin Nguyen

        **VPMA                                        *VPMRD
        Jared Gogets                                  Neha Dixit

    UC PROGRAMS          CONCERTS              CINEMA
    Valary Bond          Brittney Mathis       Seida Omar

    SPECIAL              COMEDY &
    EVENTS               NOVELTY               HISTORIAN
    Adrian Hobbs         Amanda Trella         Mandy Yue

                  SPB GENERAL
                  MEMBERS

                  UH Student Body
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QUESTION 3

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:

Objective #1: Improve all aspects of marketing for SPB.

- **Plan of Action (I):**
  Design fun and innovative promotional items with the Student Program Board logo to give away at different events throughout the year.
  Status: Completed
  Comments: Over the summer, the executive team designed and purchased several new promotional items to use in 2010 -2011 academic year. Included in the project were new pens with SPB's contact information, ear-buds with SPB's logo and a new T-shirt design for members of SPB. SPB continues to use the promotional items left over from the previous board.

- **Plan of Action (II):**
  Enhance marketing strategies and produce materials according to the SPB Program Proposal Timeline **(Appendix A)**
  Status: Completed
  Comments: The Vice President for Marketing and Assessment has developed a system with the committee chairs of SPB to coordinate the purchase and design for all marketing material of events. The adviser approves or disapproves the materials.

- **Plan of Action (III):**
  Improve marketing in regards to flyers, banners, and press releases to keep the UH campus informed of SPB events.
  Status: Completed/Ongoing
  Comments: With approval from SPB's advisor, the VPMA and President alongside the committee chairs find new ways for marketing of SPB's events. For example, this year we have implemented marketing runs and innovative usage of social media outlets.

- **Plan of Action (IV):**
  Maintain a consistent brand image for the Student Program Board, and ensure that the SPB logo is included in all marketing materials. **(Appendix B)**
  Status: Completed/Ongoing
  Comments: The Executive Board developed a new slogan for SPB over the summer of 2010. The new slogan "Get On Board" will be phased in while the old slogan "Programming the way you want it" will be phased out. Alongside the SPB logo, SPB's contact information is included in all marketing material.

- **Plan of Action (V):**
  Utilize the SPB Marketing and Public Relations Committee to publicize SPB events.

Status: Changed/Ongoing
Comments: The VPMA continues to use any and all avenues of marketing to publicize SPB. The VPMA has developed a new on foot "marketing run" program by using committee chairs and general members to market SPB by having "runs" throughout the University of Houston campus. This program is in its infancy but is gaining popularity among the committee chairs as a great way to promote their events.

- **Plan of Action (VI):**
  Continue to maintain the SPB website, Facebook, twitter and YouTube by keeping it current and effectively communicating our image and mission to the University of Houston community.
  Status: Ongoing
  Comments: SPB's Historian chair continues to update the website with all of SPB's new events. Facebook, twitter and YouTube are updated continuously with new posts, videos and blogs.

- **Plan of Action (VII) (NEW):**
  Initiated the fee-funded display wall on the south wall of the University Center
  Status: Complete/waiting for approval
  Comments: The executive level of SPB initiated a fee-funded display wall proposal for the south wall of the University Center in hopes of increasing awareness for SPB and other student organizations. The proposal is complete and is waiting for approval from the UC Policy Board as well as other University governing bodies.

- **Plan of Action (VIII) (NEW):**
  Create a YouTube channel and film advertisements for SPB's upcoming events.
  Status: Complete/Ongoing
  Comments: SPB's historian films and updates the YouTube channel every two weeks in hopes of increasing SPB's visibility. The President and VPMA works closely with the historian as well as the Student Video Network.

Objective #2: Focus on better quality programming

- **Plan of Action (I):**
  Continue to plan events in a timely manner by utilizing the Program Proposal Form to ensure all details are accounted for when planning events. (**Appendix C**)
  Status: Completed/Ongoing
  Comments: Before an event is proposed, the committee chairs meet with the President to go over the logistics of the event, making sure that the event is adequately prepared and fits the mission of SPB. Alongside the presidential meeting, the committee chair meets with both Vice Presidents to go over marketing and volunteers.

- **Plan of Action (II):**
  Communicate effectively with all areas (co-sponsoring organizations, facilities, UHDPS, food service, etc) involved in the event.
  Status: Completed/Ongoing

Comments: The entire Student Program Board coordinates each event to fall within the policy requirements laid out by the University of Houston.

- **Plan of Action (III):**
  Speak with student leaders at other institutions by utilizing professional organizations, such as NACA (National Association for Campus Activities) and ACUI (Association of College Unions International), and try to implement successful program ideas they have done on our own campus.
  Status: Completed/Ongoing
  Comments: On October 1st, SPB's VPMA attended the ACUI conference in San Antonio and was able to network with many students, faculty and staff. The networking brought back many contacts and ideas for SPB to use in future events. On October 28th, four members from SPB will be attending the regional NACA conference in Arlington, Texas. This will be a prime location for further networking as well as leadership training and event planning.

- **Plan of Action (IV):**
  Attend other student organizations meetings to find out what would interest the students on campus.
  Status: Changed/Ongoing
  Comments: One of the focuses for SPB this year was to increase awareness with other student organizations. SPB has developed stronger relations with all of the fee-funded organizations in hopes of participating in collaborative events. Already, SPB alongside the other fee-funded organizations planned a Watch Party event to support the Houston Cougars. SPB continues to build its relationship with other organizations to learn more about the student interests.

Objective #3: Develop student leadership skills and provide SPB students with a learning experience.

- **Plan of Action (I):**
  Provide a retreat experience once a semester for SPB to gain knowledge, build communication, and gain leadership experience.
  Status: Completed/Ongoing
  Comments: The Vice President for Membership Recruitment and Development, with the assistance from the Executive Cabinet, 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.

- **Plan of Action (II):**
  Create a Instructional Assistant position to assist with the leadership development activities. (Appendix D)
  Status: Changed/Ongoing
  Comments: The Instructional Assistant position and job description was created to work closely with the VP of Membership Recruitment and Development. The GA is an important asset for he or she oversees the board in the absence of an adviser. The GA

also helps organize events and assign duties to individuals. After last year's SFAC presentation where no base augmentations were being considered, SPB lost its GA position. SPB is looking to hiring another GA for Spring 2011 as well as the 2011 – 2012 academic year.

- **Plan of Action (III):**
  Provide learning experiences for SPB members on a weekly basis.
  Status: Ongoing
  Comments: The SPB President meets with all SPB Executives every other week; during these meetings the executive level discusses an array of topics including areas of improvement. On top of these meetings, the board meets every week to inform each other about upcoming events, as well as to brainstorm.

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

- **Plan of Action (I):**
  Increase awareness of the Student Program Board General Membership by promoting the organization at each SPB event.
  Status: Ongoing
  Comments: SPB General Membership meetings are marketed at all SPB events. The VP for Membership Recruitment and Development constantly markets the general meetings and hopes to increase membership. This year we have a solid group of forty individuals that are very active in the organization.

- **Plan of Action (II):**
  Attend a variety of student organization meetings to inform as many students as possible about the Student Program Board General Membership.
  Status: Ongoing
  Comments: The executive team constantly reaches out to student organizations for collaborative events as well as marketing SPB. For example, the SFAC funded Watch Party increased SPB visibility.

- **Plan of Action (III):**
  Evaluate and update the member incentive program to ensure it fits the needs of SPB.
  Status: Completed/Ongoing
  Comments: The VPMRD developed an incentive program called "the Boarding Pass." Members are encouraged to volunteer at events to gain points which could be traded in for prizes. The Boarding Pass is very popular among the members and already has 88 members using the passes. The Volunteer of the Month program is still in effect.

- **Plan of Action (IV):**
  Utilize University of Houston demographic information to better understand the students we are trying to get involved.
  Status: Completed/Ongoing
  Comments: 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 discussion about the demographics of the campus and if the program will benefit most of the UH community.

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

- **Plan of Action (I):**
  Create a job description for the Trips and Tournaments Chair position. (Appendix E)
  Status: Changed/Ongoing
  Comments: Due to SFAC funding limitations last year, SPB lost the Trips and Tournaments position and associated programming dollars for this program. SPB is looking to hiring a new Trips and Tournament position in hopes of bringing this unique and interesting series of events back. The Trips and Tournament chair is in charge of planning trips to football games to increase Cougar spirit. The chair also hosts different tournaments throughout the year to increase Cougar camaraderie. This chair is one of the popular ones for students as students are always eager to travel and support their Football team (or other athletic events). Hence, the lack of this chair might have hindered SPB visibility in the past year.

- **Plan of Action (II):**
  Collaborate with partners on campus (including UH Athletics, UC Leisure Services, etc) to keep costs of Trips and Tournaments programs to a minimum. For example, to plan a tournament, we could ask the Campus Recreation to let us borrow their facilities for a certain amount of time.
  Status: Ongoing
  Comments: See Plan of Action (I) of objective #5.

- **Plan of Action (III):**
  Continue assessing the needs of the UH student population to ensure programming fits the needs of the students.
  Status: Ongoing
  Comment: SPB is constantly assessing the events the organization holds in hopes of keeping up with the student population. We receive feedback at our General Membership meetings about past events and what they, as members, like to change for upcoming events. We also employ social media to assess events.

QUESTION 4

Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned objectives and their importance as compared to other objectives that you might pursue. Where data exist, discuss the number of persons served by each of your programs and the satisfaction level of those served. Please provide the method for collecting these data.

It is our duty, as program planners, to program events that will result in maximal student attendance and satisfaction. Student Program Board believes that evaluation is a crucial part of the event planning process. A crucial step in any event planning process is reviewing post-event assessments of past events. An assessment is a valuable tool by which we are able to fix our previous mistakes and amend rules and procedures of event planning. In doing so, we further increase student involvement and satisfaction at our events.

Assessment is not only useful for event planning but is crucial in building team work. After an event, board members come together and critique the positive as well as the negative aspects of the event. These meetings foster constructive discussion which allows each board member to learn from others. This process is critical to organizations—for the absence of group discussions hinders the overall growth of the Student Program Board.

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

▪ SPB has developed an evaluation tool that is administered to event attendees. SPB utilizes the General Membership meetings to gain feedback from UH students attending the events. The information gained from these meetings is then combined with our post-event evaluation to provide us with necessary information about the event.

▪ SPB chairs are required to fill out a Program Evaluation Form after every event. This form helps SPB take a closer look at the events they are planning. The evaluation form includes details about the event including attendance, co-sponsors, and budget. This evaluation allows the chair to give all the pertinent details about the event so that anyone reading the evaluation knows what occurred. The form also gives the chair a chance to reflect upon and explain the marketing efforts for the event and judge whether or not they were deemed effective. In addition, it gives the chair an opportunity to recommend the event for the future and give advice about changes that could be made to the event to make it more successful. These evaluations are of great use for future board members when they are deciding whether or not to do a similar event.

▪ 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. Assessment of events has made a definite impact on our board this year. Before the school year started, we discussed some of the events last year and came up with different and proactive advertising strategies and incentive programs for our members. It is obvious that our innovative methods have made an impact on our attendance. The following graph and charts show event attendance in Fall 2009 and Fall 2010

EVENT ATTENDANCE TO DATE (FALL 2009)

DATE	EVENT	ATTENDANCE
8/26/2009	Oxygen Bar	175
8/26/2009	Cats Back Comedy Show	195
9/01/2009	Karaoke Night	45
9/03/2009	Family Crest Novelty	110
9/08/2009	Karaoke Night	25
9/15/2009	Karaoke Night	38
9/16/2009	Ladd Smith	80
9/21/2009	UP Movie	75
9/22/2009	Karaoke Night	15
9/22/2009	Jarrod Harris Comedy Show	30
9/24/2009	Henna Tattoo Novelty	150
9/29/2009	Self Defense class	15
9/29/2009	Karaoke Night	20
9/30/2009	Versecity concert	200
10/6/2009	Karaoke Night	20
	TOTAL ATTENDANCE	**1193**

EVENT ATTENDANCE TO DATE (FALL 2010)

DATE	EVENT	ATTENDANCE
8/25/2010	Lounge for CATs Back	1200
9/01/2010	1st General membership meeting	50
9/01/2010	Toy Story 3	250
9/08/2010	Luke James Shaffer	270
9/15/2010	2nd General membership meeting	42
9/18/2010	UH vs. UCLA Watch Party	250
9/21/2010	Cosmopolitan event	30
9/22/2010	Zane Williams	75
9/29/2010	Hipnotiq	180
9/30/2010	Jaws Dive in	60
9/30/2010	Sand Art	70
10/04/2010	Nascar	100
10/05/2010	Fashion in a Flash	100
10/06/2010	3rd General Membership Meeting	30
	TOTAL ATTENDANCE	**2707**

Attendance At Events
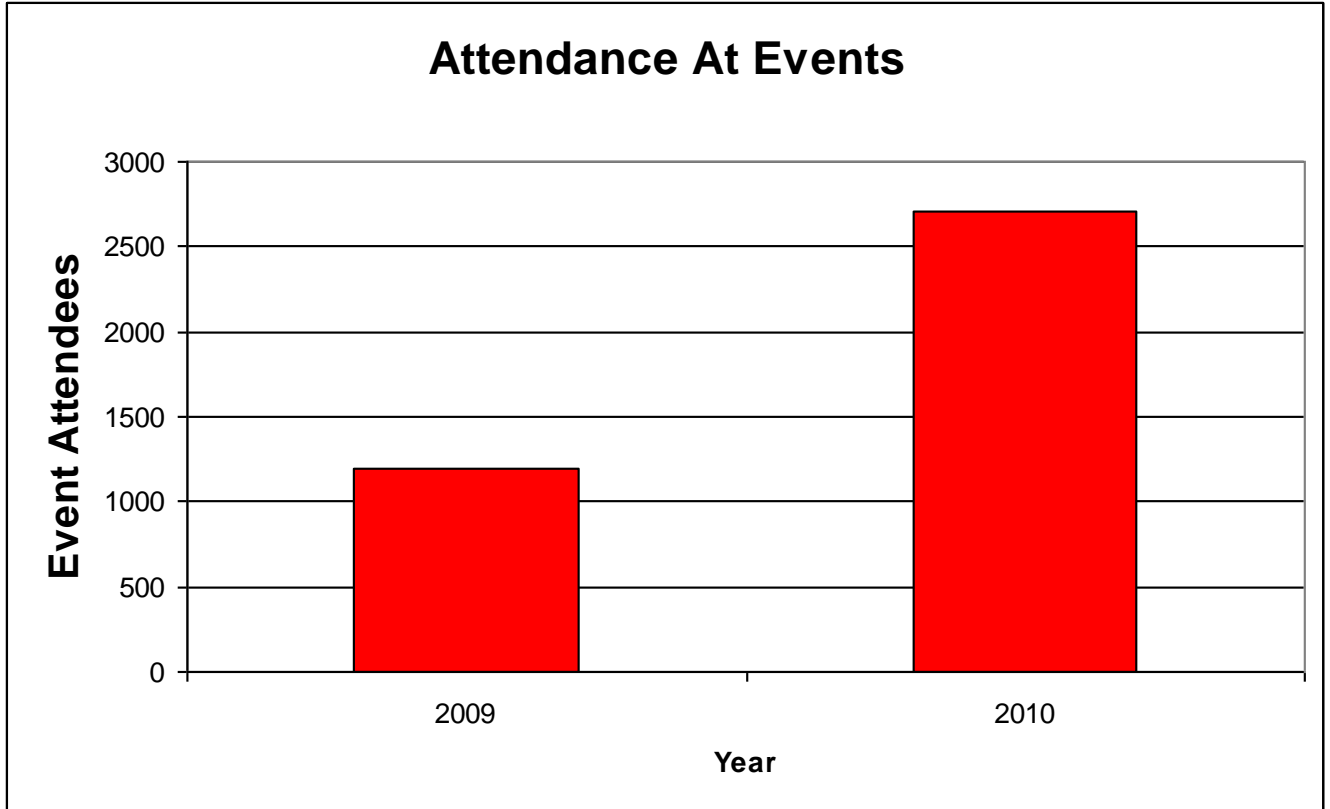
In this past year, the Student Program Board has made several changes to its marketing and assessment techniques. These changes, such as those in the fields of evaluation and team building, have helped raise attendance by 127 percent. Although this may seem like a considerable increase, there is still room for improvement. With additional funding, we hope to hone our assessment methods, which will lead to better advertising, guiding the way to an exponential growth in membership, participation and general assembly.

QUESTION 5

Please discuss any budget changes from your last (FY2011) 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 FY2010 with a Ledger 3 Fund Equity balance, please describe the conditions which caused the fund balance.

Since SPB was unable to acquire the base augmentation request during the last SFAC presentation, SPB lost programming dollars, the Trips and Tournament Chair as well as the Instructional Assistant. Although a setback, the Student Program Board continues to plan, organize and implement innovative and unique events in the 2010 -2011 academic year. Since the start of the school year, SPB has already surpassed the attendance numbers from last year's board by fostering a strong and cohesive programming environment.

Using this data, it is our belief that SPB will benefit from having this funding restored. For FY 2010, SFAC provided us with additional funds that allowed us to organize large-scale events such as Winter Wonderland, the trip to New Orleans to see the UH Football game vs. Tulane and a trip to Six Flags. SPB is on a restricted budget this year and is not able to fund many large scale events—we must use the funding responsibly. With no Trips and Tournament Chair, students will have missed out on the opportunities to explore different cities and locations. Many students have also asked if SPB is planning trips to out-of-town Houston Cougars sporting events games. Last year, we took a group of 25 people travelled to New Orleans, Louisiana and cheered on our UH Cougars against Tulane. Students enjoyed this event very much.

Without the Instructional Assistant, SPB has relied heavily on the Executive Team for help. Although this reliance is beneficial, having a GA will make for a more cohesive organization. An advisor cannot always be there at all SPB events or help plan and set up for all the events. A GA will be helpful when it comes to taking some of the load off the advisor.

SPB's equity from last year consisted of $3000.00 that, for reasons outside of SPB, was not spent. SPB did contract performers for the upcoming academic year, however due to internal miscommunication and with advisor transition, the checks were not requested. SPB has requested to receive $2,7000 form Fund Equity back to be used, which would leave only $300.00 in untapped funding.

With the reorganization of the University Centers, the partial funding for the Assistant Director for the Center for Student Involvement (who serves as the Advisor to SPB) was transferred to the CSI central personnel budget. This was approved by the Student Program Board, as all other Advisors in CSI and the Center for Leadership and Fraternity & Sorority Life are funded in this fashion, and not by an individual Fee Funded Student Organization budget.

QUESTION 6

Please list your 2010-2011 objectives in priority order. Larger units may wish to group your response by subprogram. Under objective, state the specific programs, activities, and/or services that you plan to implement to meet your objectives.

2010-2011 Objectives:

- o **Objective #1:** Execute effective advertising strategies.
  Plan of Action
  1. Enhance marketing strategies and produce materials according to the SPB Marketing Timeline.
  2. Increase face-to-face marketing strategies: personally passing out handbills and flyers to keep the UH campus informed of SPB events.
  3. Maintain a consistent brand image for the Student Program Board, and ensure that the SPB logo is included in all marketing materials.
  4. Continue to design innovative and eye-catching promotional items with the Student Program Board logo to give away at different events throughout the year.
  5. Continue to maintain the SPB website, Facebook and Twitter accounts by promoting upcoming events. Regularly evaluate the website to make sure it is offering useful information.

- 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 to ensure all details are accounted for when planning events.
  2. Communicate effectively with all areas (co-sponsoring organizations, facilities, UHDPS, food service, etc) involved in the event.
  3. Attend other student organizations meetings to better understand the student body.
  4. Speak with student leaders at other institutions by attending professional conferences, such as NACA and ACUI, and try to implement successful program ideas they have done on our own campus.

- o **Objective #3:** Emphasize the importance of leadership by creating opportunities wherein SPB board members as well as general members have an opportunity to grow.
  Plan of Action
  1. Provide a retreat experience once a semester for SPB board members allowing them to build communication and leadership skills.
  2. Create a Instructional Assistant position to assist with the leadership development activities.
  3. Provide learning experiences for SPB members on a weekly basis.
  4. Plan general member social events so that they get to know each other more and volunteer at events on a regular basis.

5. Pick two people each month for the Volunteer of the Month gift bags, and in doing so provide incentives for members to volunteer and assist with more events.

o **Objective #4:** Increase student involvement in Student Program Board General Membership
Plan of Action
1. Increase awareness of the Student Program Board General Membership by promoting the organization at each SPB event.
2. Continue to hold general meetings every two weeks throughout the year for all members of the Student Program Board and interested members of the University of Houston student community. During the meeting update members on upcoming events and volunteer opportunities.
3. Host committee meetings after General Membership Meetings so that general members interested in a certain committee get to know the board member better which will lead to better event planning.
4. Plan social mixers with other SFAC Funded Groups in order to attract and inform members from other organizations already involved on campus.
5. Work with other SFAC Funded Groups to create more networking in the UC Underground and University of Houston.
6. Evaluate the Boarding Pass incentive program and amend it as needed to fit SPB members' interests.
7. Understand University of Houston's demographic information to better understand the students we are trying to get involved.

o **Objective #5:** Re-establish a Trips and Tournaments Chair position to provide UH students with more programming to fulfill their needs.
Plan of Action
1. Pending funding, create a job description for the Trips and Tournaments Chair position. This position will be in charge of programming including arranging trips for UH students to away athletics events, as well as to local Houston area attractions ranging from local museums, athletics events, or city festivals. In addition, this position would be responsible for creating more tournament style programming on campus spanning from chess tournaments to Madden gaming tournaments. Tournaments will increase team work and leadership skills in members.
2. Collaborate with partners on campus (including UH Athletics, UC Leisure Services, etc) to keep costs of Trips and Tournaments programs to a minimum.
3. Continue assessing the needs of the UH student population to ensure programming fits the needs of the students.

QUESTION 7

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

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

An example of a large scale event SPB has worked collaboratively on is the Watch Party for the UCLA vs. UH football game, on September 18th. This event was collaboration between SPB and SGA, CEO, SVN, Frontier Fiesta and Homecoming to promote school spirit. This was a great collaboration because everyone was involved in the planning process and gave equally to the event.

The SPB ticketing guidelines will also 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. This high-quality, large scale events come with a high price – some of which can be recouped through ticket sales. Having the ability to sell tickets to large scale events provides SPB with the chance to recover some costs and continue to provide the variety of events the organization already offers on a weekly basis.

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

QUESTION 8

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

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

BENCHMARK RESEARCH

The Student Program Board serves the largest demographic of students – all of them. Whether its residential students, commuters, freshmen, or grad students, SPB programs beneficial events for everyone on campus. The opportunity to program for the entire student population at UH is something SPB takes very seriously. It is our hope that our events contribute to not only student life overall, but also allow our organization to grow as an outlet for UH pride, student involvement on campus, and the push for Tier One status.

In fall 2010, SPB conducted benchmarking research on program board budgets around the region and country. The 36 institutions we contacted can be easily divided into 3 categories which are 1) emerging research universities in the state of Texas, 2) "Urban 13" research universities, and 3) top tier universities around the nation. These institutions have large student bodies, superior school spirit and pride.

Our research has found that universities that invest in funding to spend on programs for their students tend to have higher levels of school pride, tradition and student satisfaction. Our funding at the University of Houston is limited, so our board can only select a very small number of student-driven event ideas to execute each year. Feedback from UH students always includes the desire to bring popular performers and big named acts to campus. Realistically, our budget does not allow us to fund such acts. Additional programming dollars would allow UH SPB to sponsor larger scale events featuring well-known performers and give our students the sense that UH is doing more and more to contribute to the overall quality of student life on campus.

Another issue we face with a limited budget is the hiring and retaining of first rate advisors and professional staff. Just this past semester, we lost our advisor of 3 years to the University of Colorado Boulder, an institution with 10,000 less students than UH but with a programming budget 4 times larger.

Our findings conclude that UH lags severely behind other *emerging research universities* in the state of Texas. These universities are in direct competition with UH as far as Tier One is concerned, so it is very important we keep up with, if not surpass the quality of campus life offered at these institutions. As of today though, Texas Tech and other Texas "*ERUs*" have more than double the funds to provide programming to their student population. Similar scenarios play out at other universities around the nation. Every "Urban 13" university that was contacted by SPB responded with data showing significantly larger programming budgets than UH. The closest budget to UH SPB's budget was that of IUPUI's programming board. However, IUPUI still receives more than $30,000 more in programming dollars than UH.

The graphs and charts on the next page are intended to share our findings in a clear, concise manner. They display the amount each school's programming board (or similar entity) spends per year on programming at their institution. These amounts do not include personnel/staffing, operations or marketing costs.

Programming Budget by Institution **– Emerging Research Universities in Texas**
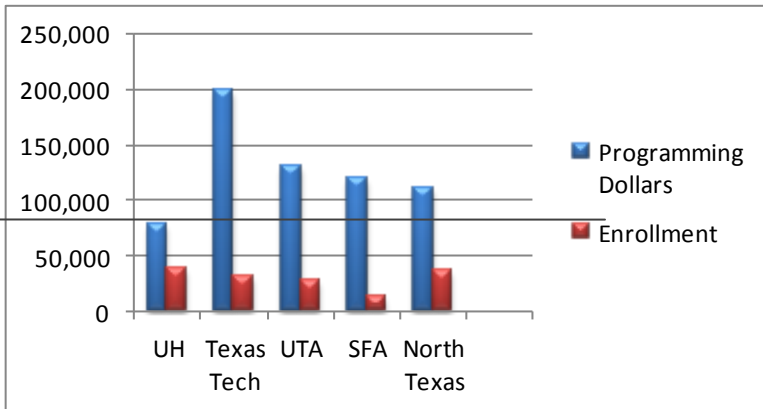
Relevance: These universities are in direct competition with UH to receive both state and national funding toward Tier One status. It is vital we create a superior or at least equal quality programming experience as these universities do for their own student bodies.

| School	$	Enrollment
Texas Tech	200k	31,000
UT Arlington	130k	27,000
Stephen F. Austin	120k	13,000
North Texas	110k	36,000
Houston	**77k**	**38,800**

Programming Budget by Institution **– Urban 13 Universities**
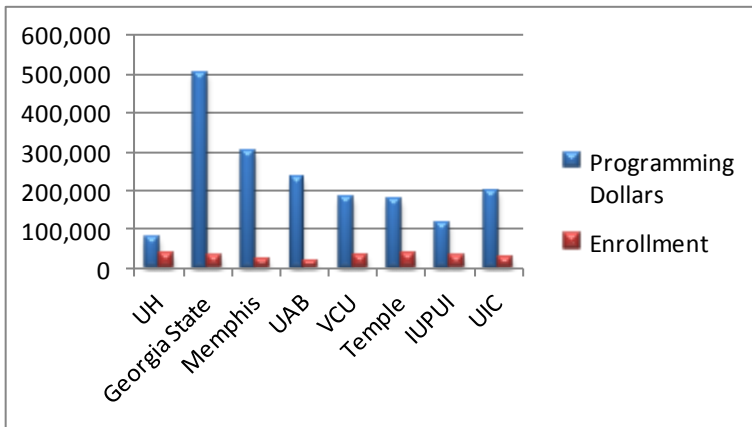
Relevance: Urban 13 University comparisons allow us to compare our programming budgets with other research universities in urban areas. Universities in this chart are very similar to UH in that they serve an urban area, conduct research, and have large numbers of commuter students.

School	$	Enrollment
Georgia State	500k	31,000
Memphis	300k	23,000
UAB	232k	19,000
VCU	184k	32,400
Temple	178k	37,000
IUPUI	115k	30,000
UIC	200K	27,300

Programming Budget by Institution **– Top Tier / Large Enrollment Universities**
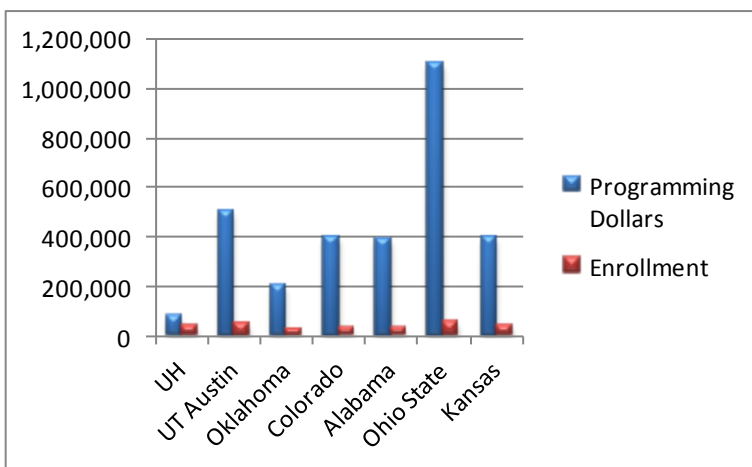
Relevance: These universities are considered by many to adhere to a superior standard of overall student experience. They are flagship institutions in their respective states and are popular destinations among graduating high school seniors. Their large programming budgets provide top quality events for their students and reinforce their school pride and tradition.

School	$	Enrollment
UT Austin	500k	52,000
Oklahoma	200k	28,000
Colorado	400k	30,000
Alabama	390k	30,000
Ohio State	1.1 mil	55,000
Kansas	400k	40,000
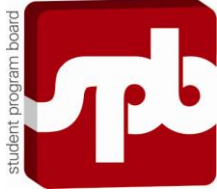
Appendix A

Student Program Board
Event Steps

1. **Idea – The Key to Everything**
   a. From Committees
      i. The main chunk of your ideas should come from committee meetings with the SPB general members. Assigning a date that everyone can attend, the main goals of the committee meetings is to develop loyal members, brainstorm future events that everyone wants to see and assigning roles to each member for planning events.
   b. From Life
      i. Throughout your life, you will experience different events that very well may be the best SPB event ever. Pay attention to the things you enjoy because more often than not, those things will be enjoyed by everyone.

2. **Plan – Going for the gold**
   a. Time
      i. Set the time that you want the event to be. At this stage, it should be set well in advance (6 weeks) to finalize marketing etc.
   b. Check with UC Conference and Reservations Services UC Conference and Reservation Services (CARS)
      i. Fill out all necessary reservation paperwork, get Advisor to approve and send it forms to office. It will take several days to weeks for paperwork to go through.
      ii. **ADVISOR HAS TO APPROVE EACH PAPERWORK BEFORE YOU CAN SEND IT UP**
   c. Contacts
      i. After the idea for the event is set, it is your job to figure out the contacts that can make your event happen. Using Google is generally the easiest way but not the only way. Check the SPB filing cabinet, check the past vendors list on the server or check with Advisor or Kevin. You should have a rough estimate of how much money the event is going to cost.
   d. Communicate
      i. You MUST communicate the plan and idea for the event before proposing. Bring up your event at the board meetings and make sure to get everyone's input. You might miss a crucial step or figure out another chair wants to collaborate!!

3. **Proposal – Will you MARRY ME**
   a. Contacts
      i. Having finalized your vendor and/or speakers, begin creating the proposal. Be sure to have all pricing ready as well as the information to each vendor.
   b. Marketing with Jared
      i. Meet with the VPMA to figure out what types of marketing will be useful for the event. Be creative and innovative, yard signs and posters only go so far. Get paperwork ready.
   c. Meeting with Kevin

      i. Meet with the President to proof and finalize the proposal. By this step all the pricing and marketing information should be ready.

   d. ON ONE KNEE

      i. Propose your event at the board meeting. Be ready to answer questions and comments.

4. **Paperwork – Climbing Mt. Everest**

   a. Contracts

      i. Fill out contracts and cover letters necessary for your event.

      ii. Again, ADVISOR HAS TO SEE ALL PAPERWORK BEFORE YOU CAN SEND TO VENDORS.

   b. Marketing

      i. Make sure to communicate your idea with VPMA so they can bring information to Creation Station for the design.

5. **Confirmations – Check, check and RECHECK**

   a. CARS

      i. Make sure you have all the reservations ready. Audio, Visual, sound, seating etc.

   b. Contracts

      i. Make sure the contracts are in on a timely manner and that the vendor has no further questions.

   c. Marketing

      i. Check on the status of marketing material with VPMA. Remember, only the VPMA should communicate with Creation Station.

      ii. Once ready, put up marketing material in a timely manner using all help possible.

   d. Checklist

      i. Meet with the President to go over SPB's Event Checklist. Make sure that everything will run smoothly at event.

   e. General Membership Meeting

      i. Tell our SPB members about your event!!! You can gain valuable volunteers for the event. This is very important.

6. **Event Week – ITS ALMOST HERE**

   a. Run through

      i. Have a run through with Advisor or Execs for the event before actual date. Have everything ready.

   b. CARS

      i. Check to make sure everything is set up including audio, seating etc.

   c. Volunteers

      i. Call and assign jobs early. Volunteers are very helpful

7. **Event DAY – ITS HERE! HAVE FUN!!!!**

   a. Volunteers

      i. Assign volunteers to duty

   b. Event vendor

      i. Make sure vendor understands event

   c. Communicate

      i. Make sure all board members know there tasks

   d. HAVE FUN

MARKETING

REACH > CONTRIBUTE > ADVANCE

GENERAL KNOWLEDGE

There are six versions of the official SPB logo that may be used in publications and marketing material. These logos can be found on the server under VPMA. An acceptable logo must appear on ALL marketing material. All logos include the "SPB" cube with script and "student program board" text on the left hand side of the cube.

REQUIRED TEXT

"Funded by your SFAC Fee" must appear on all SPB publications and marketing material for events entirely funded by SPB or events planned in collaboration with another SFAC funded group.

"Partially funded by your SFAC Fee" must appear on all SPB publications and marketing material for events that are co-sponsored by organizations and departments that are not funded by SFAC.

Contact information MUST APPEAR ON ALL MARKETING MATERIAL. This information includes the SPB phone number, website, and email address.

BRANDING

A brand is the identity of a specific product, service, or organization. A brand can take many forms, including a name, sign, symbol, color combination or slogan. The word brand has continued to evolve to encompass **identity** - it affects the personality of a product, company or service.

The Student Program Board uses "SPB" as its primary name because it is short and easy to identify. The primary color this organization identifies itself with is red, as seen in the logo. The SPB brand is meant to convey fun, involvement and creativity. 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, and our brand looks to express that mission.

For that reason, the 2010-11 SPB slogan is "on board" or variations of this slogan that include "I'M ON BOARD" or "GET ON BOARD." This slogan promotes student involvement as a mechanism for growing our organization. Variations can be seen below.

I'M ON BOARD

GET ON BOARD

GET ON BOARD. OUR BOARD. THE STUDENT PROGRAM BOARD.

MARKETING TIMELINE **QUICK REVIEW**

SPB prides itself on using a 6-week event planning timeline. This ensures that our organization provides high quality events to the UH student population and allows us to avoid last minute confusion and rushing. The saying goes **"FAIL TO PLAN, PLAN TO FAIL**." Marketing is no different. Below is the official marketing checklist for SPB sponsored events.

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 before proposal or directly following a passed proposal.
- **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 (if necessary).
- Send out event press release.
- Contact the campus news outlets with news releases.

2 weeks before:

- Hang up banners and/or large BTL poster(s).
- 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.
- Send out reminder email on SPB listserv
- Send out Facebook reminder

*BTL = black tiled wall

Weekly Marketing *Runs* ▷

Handbills, flyers, posters and word-of-mouth publicity play a huge role in attendance at all SPB events. Making sure that 1,000 handbills and 30+ posters are sent around campus to inform 37,000+ students of an event can be a difficult task. **To make this task more enjoyable, the Marketing Runs program has been set up!**

Marketing Runs are adventurous, enjoyable journeys across campus with the sole mission of informing ALL UH STUDENTS of upcoming SPB events and general membership meetings. These runs can last anywhere from 20 minutes to an hour and provide exciting opportunities to strategically hang posters/banners/table tents, hand out handbills, and get students excited about SPB through face to face conversation. As the year progresses, marketing runs will become more and more advanced as far strategy is concerned. For now though, we must take advantage of the GREATEST MARKETING TOOL WE HAVE – THE UH STUDENTS! **Face to face conversation paired with handing out direct invitations to our events is the most effective way to improve attendance at our events. Pair this with the awareness our posters and banners create and we have perhaps the most successful marketing strategy of any organization on campus. This is something to be proud of and enjoy!**

Marketing runs will take place 1 week to 1 day before of an event and even on the day of an event if necessary. Because we have events almost every week, the SPB staff will be divided into teams and assigned weeks in which they will join the VPMA on marketing runs. Below is the schedule set up for the months of September and October. The VPMA will go on almost all marketing runs (because he enjoys them and it's what Renu Khator would want him to do!)

Week of September 13 … Mandy, Neha

      GOALS: Personally invite students to GMM, get students excited about SPB YouTube channel

Week of September 20 … Brittney, Seida

      GOALS: Market and invite students to Wednesday's concert, market Cosmo Show

Week of September 27 … Amanda, Adrian

      GOALS: Market and invite students to NASCAR and Hipnotiq Show

Week of October 4 … Valary, Mandy

      GOALS: Market Fashion in a Flash event, invite students to GMM, invite students to Wednesday's concert

Week of October 11 … Amanda, Seida

      GOALS: Market upcoming events… concert and GMM next week!

Week of October 18 … Brittney, Neha

      GOALS: Market upcoming events, Wednesday concert and GMM

Week of October 25 … Valary, Adrian

      GOALS: Market upcoming events, YouTube channel

Appendix C

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

Program Proposal

Program Name:_____
Proposed by:
Projected Day/Date: _____
Time: _____
Location: _____
Rain Location:
Is the location available?
Estimated Attendance:
Program Description: (Include goals and purpose)
Is this event a collaborative event?
If yes, please attach the SPB Collaborative Programming Application.

Publicity:

Item	Description	Cost	Target Date
Handbills			
Posters			
Yard Signs			
Daily Cougar Ads			
PUBLICITY TOTAL		N/A	N/A

UNIVERSITY of HOUSTON

Budget Information:

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

Vote:

PASS	
PASS WITH AMENDMENTS	
FAIL	
ABSTAIN	

Appendix D

The Instructional Assistant shall 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. In this capacity they shall:

- Advise members of the Student Program Board, helping them to develop positive attributes that will make them leaders both on campus and within their community.
- Work with the Vice President for Membership Recruitment & Development to advance the organization's existing membership incentive program while formulating initiatives geared towards improving membership development.
- Assist with the development of assessment tools for SPB members that will enhance issues related to programming and membership.
- Work with the SPB leadership to fulfill the responsibilities associated with a vacated Executive Cabinet or Committee Chair position.
- Create/modify the SPB Constitution, policies and by-laws in an effort to improve overall functionality of the organization while providing SPB members a clearer understanding of their roles.
- Attend and provide contributions to all scheduled Student Program Board retreats and meetings.
- Attend Student Program Board events and provide assistance to Committee Chairs when needed.
- Work with the University Center & Associated Facilities on special projects (Cat's Back, etc.) that involve the Student Program Board.
- Maintain a minimum of twenty (20) office hours per week.

Appendix E

The Trips and Tournaments chair shall be the chief officer responsible for providing trip and tournament style programming within the scope of SPB. In this capacity they shall:

- 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.
- Maintain a minimum of ten (10) office hours per week.