

COUNCIL OF ETHNIC ORGANIZATIONS

SFAC QUESTIONNAIRE

FY18

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.

Mission

The Council of Ethnic Organizations (CEO) is the source of support and a platform for Registered Student Organizations (RSOs) to actively promote diversity and inclusion of all cultures and peoples to the University of Houston community.

Means of Accomplishment

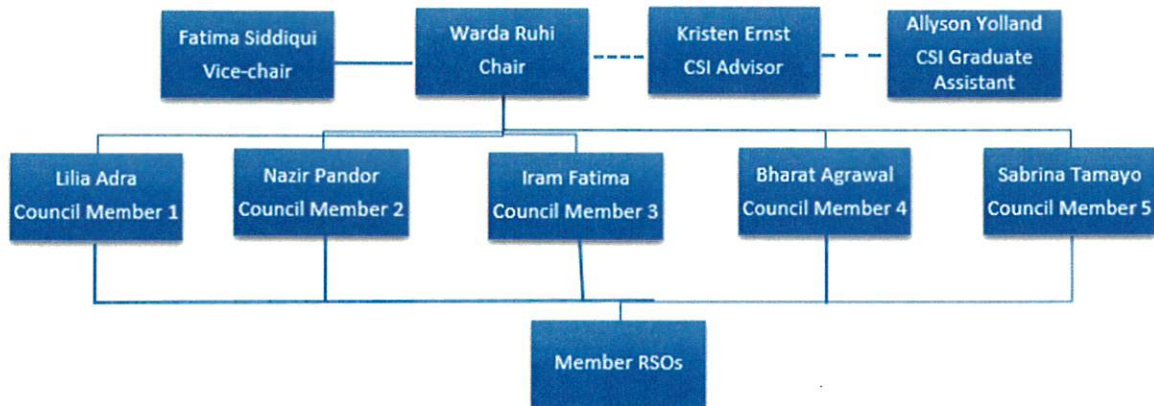
CEO focuses on ensuring that the diversity at the University of Houston campus is not only recognized, but celebrated on campus. CEO accomplishes this task by supporting programs hosted by the cultural and diversity-related registered student organizations. CEO aims to truly serve as a "council" of ethnic organizations. CEO supports cultural and diversity related student organizations in planning, marketing and funding events that are planned and executed by registered student organizations. CEO provides personal interactions by assigning CEO Council member liaisons to connect RSOs with resources on campus and to the services provided by CEO. Some of the services provided by CEO includes assistance on event planning, marketing and access to equipment rentals like popcorn machines, snow cone machines, cotton candy machines, push carts, dry erase banners etc. Other services provided also includes cultural RSO roundtables which is hosted along with partnership with Center for Diversity and Inclusion where struggles of RSOs are discussed so that CEO can better understand those issues in order to solve them efficiently. CEO also spreads awareness amongst RSOs regarding the workshops happening around campus, especially those that can be used as tools for leaders of RSOs. Few examples are workshops by LGBTQ and the CDI.

Justification

CEO aims to create cultural awareness on campus and provide a platform for cultural and diversity related student organizations by supporting and sponsoring cultural and diversity-related events. CEO is needed to enrich, enhance and promote diversity and culture among students and student organizations. CEO's purpose includes to make cultural and diverse student organizations' leaders to enhance their leadership skills and use those skills to make their events big and enriched events which is done through roundtables and workshops. The presence of CEO on the University campus helps cultural and diversity-related registered student organizations host events effectively, by providing services through CEO Council Members, for students to understand diverse cultures and different people and traditions, and celebrate them. Further, the most essential and the most unique service provided by CEO is that CEO's aim is to provide funds beforehand so that RSOs do not have to arrange for money and then get a reimbursement. This can be done if RSOs submit proposals and application for funds within the deadline as it takes time to deposit the money to another account. CEO also works on a personal level with RSOs and making sure CEO can help RSO execute the ideal events they wish for.

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



Question 3:

List your unit's strategic initiatives and action steps identified for the 2015-2016 academic year and cite the specific Division of Student Affairs and Enrollment Services (DSAES) Strategic Initiatives and University of Houston Strategic Goals to which they relate (links below). Please comment on your success in achieving these strategic initiatives/action steps. If a strategic initiative/action step changed during the year, please note this and explain. Also, list any new strategic initiatives/action steps, the rationale for the addition, and comment on your success in achieving these items.

Strategic Initiative 1: Create more visibility for CEO on the University Campus

Action Step A: Participate in at least three move-in weekend events, such as Cougar Move-In, RHA Game Night, Party at the Rec, or Party in the Park.

Status: Achieved and Ongoing

CEO participated in RHA Game Night, Party at the Rec, Wipeout, and Party in the Park to increase presence amongst the new students as well as returning students both in fall 2015 and fall 2016.

Action Step B: Collaborate with at least two departments such as the Women's Resource Center, Office of International Student and Scholar Services (OISSS), or the LGBTQ Resource Center.

Status: Achieved and Ongoing

In the academic year 2015-16, CEO hosted events in collaboration with 10 unique departments such as:

- Cougar Corrale (in collaboration with Center for Student Involvement (CSI) & Dean of Students Office [DOS])
- OUT! In Drag (in collaboration with Student Program Board (SPB), SMART Cougars, & LGBTQ Resource Center)
- Oxfam: Hunger Banquet (in collaboration with Center for Diversity & Inclusion [CDI])
- International Mother Language Day (in collaboration with Student Government Association (SGA), CDI, International Students Organization (ISO), Language Department)
- Express Yourself w/Ebony Stewart (in collaboration with Urban Experience Program [UEP])
- International Education Week (in collaboration with OISSS)

Action Step C: Conduct marketing workshops to teach general members about communicating CEO's mission to the student body.

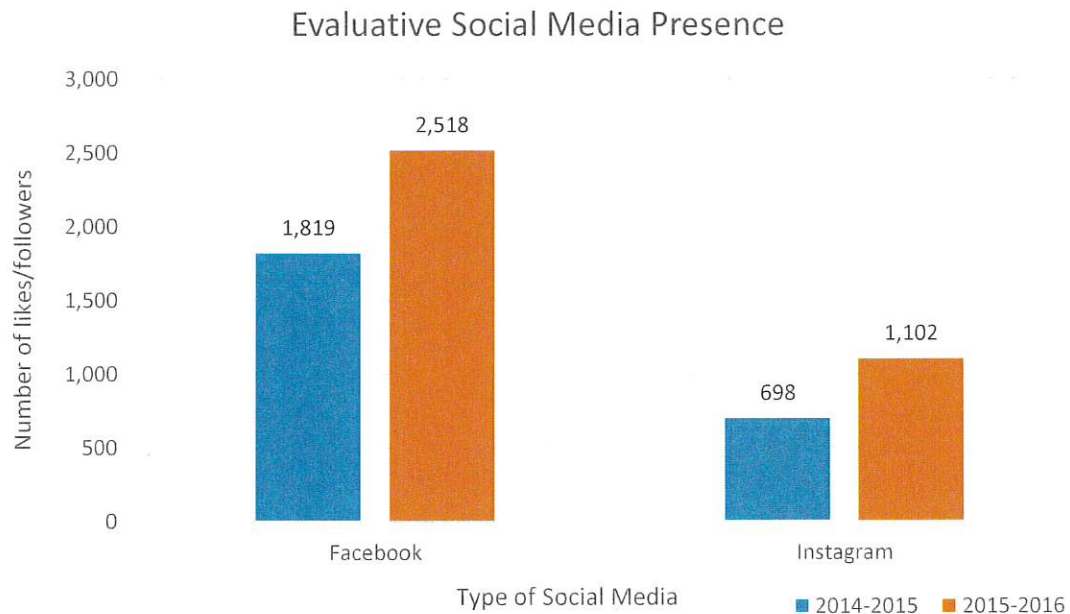
Status: Achieved

CEO Marketing Director trained CEO General Members on marketing checklist and utilized students to assist with marketing runs to hang fliers and distribute marketing materials on campus.

Action Step D: Increase CEO's social media presence by having more students follow CEO on their various social media outlets.

Status: Ongoing

CEO has increased social media presence through the years and plans to continue to grow social media followers by featuring events hosted by cultural and diversity related RSOs to promote cultural awareness through social media and be a marketing platform for the RSOs. To specify, from 27th May, 2015 to 10th October 2016, CEO Facebook likes have been increased by 699 likes from 1,819 to 2,518. Similarly, during the same time period, Instagram drastically increased from 698 followers to 1102 followers.



DSAES Strategic Initiative 3.C: *Explore and enhance multicultural-based collaborative programs with departments outside of the Division and in partnership with agencies in our surrounding environments.*

UH Strategic Goal #2: Student Success

UH will have a student profile consistent with a nationally competitive public research university by creating an environment in which student success can be ensured.

Strategic Initiative 2: Increase CEO's night and weekend programming efforts

Action Step A: Plan at least two movies per semester featuring movies that coincide with CEO's general mission for cultural enrichment.

Status: Achieved

CEO hosted film screenings of *Somewhere Between*, *Motorcycle Diaries* and *The Book of Life* in fall 2015. CEO also hosted film screenings of *Twinsters*, *American Revolutionary: The Evolution of Grace Lee Boggs*, *The Color Purple* and *The Danish Girl* in spring 2016.

Action Step B: Provide at least three night and weekend events per semester featuring cultural components that provide students with a relaxing/educational events after classes.

Status: Achieved

CEO has hosted 14 night and weekend events for students during the 2015-2016 academic year. In fall 2015, CEO hosted International Explosion, Sushi demo, and Matt Glowacki. Throughout the year, CEO has supported cultural and diversity related student organizations to host events such as Vietnamese Extravaganza by Vietnamese Student Association (VSA), Maitri hosted by Graduate Indian Students Organization (GISO) and many more.

Action Step C: Provide access to cultural events throughout the city of Houston, including but not limited to, cultural festivals, cultural performances, museum exhibits, and cultural performances.

Status: Achieved

CEO planned two off-campus trips in fall 2015 to Festa Italiana and the Renaissance Festival. CEO also promoted cultural festivals happening around in Houston on social media for the students to be aware about their surroundings by giving them the opportunity to not only increase their knowledge about culture and diversity through events hosted by CEO but also around Houston.

Action Step D: Increase cultural excursions to cultural festivals and museums in Houston.

Status: Achieved

CEO hosted two off-campus trips in fall 2015 to Festa Italiana and the Renaissance Festival. Other events promoted by CEO on social media happening around Houston were, for example, Korean festival and kite festival.

Action Step E: Increase cultural movie showings for students to learn about other cultures while being able to stay on campus.

Status: Achieved

CEO showed a total of seven movies during the 2015-2016 academic year, namely:

1. Motorcycle Diaries
2. Book of Life
3. Dark Girls (w/CDI)
4. Twinsters (w/CDI)
5. American Revolutionary: The Evolution of Grace Lee Boggs in collaboration with Houston Asian American & Pacific Islander Film Festival (HAAPIFF)
6. The Color Purple
7. The Danish Girl in collaboration with LGBTQ Resource Center

DSAES Strategic Initiative 1.D: *Create a greater variety of student involvement initiatives that focus on the development of a vibrant campus life, including expanded evening and weekend programs.*

DSAES Strategic Initiative 3.C: *Explore and enhance multicultural-based collaborative programs with departments outside of the Division and in partnership with agencies in our surrounding environments.*

UH Strategic Goal #2: Student Success

UH will have a student profile consistent with a nationally competitive public research university by creating an environment in which student success can be ensured.

Strategic Initiative 3: Help enrich students' academic experience through CEO events

Action Step A: Collaborate with at least two different academic departments such as the Modern and Classical Languages Department, the Women's Studies Department, or the Mexican Studies Department.

Status: Achieved and ongoing

CEO had multiple events with 10 unique departments, for example,

- RA Scavenger Hunt (w/Student Housing and Residential Life [SHRL]) which was a tabling event to market CEO
- Matt Glowacki who was a diversity speaker was hosted in collaboration with CDI
- OUT! In Drag was hosted with the SMART Cougars
- Express Yourself with Ebony Stewart was hosted in collaboration with the UEP and the Fraternity and Sorority Program Board (FSPB) which was an event about Black History Month
- International Education Week with OISSS
- CEO hosted Dark Girls and Oxfam America: Hunger Banquet with CDI, and
- The movie The Danish Girl was shown in collaboration with the LGBTQ Resource Center
- CEO with several other diverse and cultural organizations collaborated with the Language Department to host International Mother Language Day as well.

Action Step B: Collaborate with at least three cultural or diversity related registered student organizations during each semester to promote larger events throughout the year.

Status: Achieved and ongoing

CEO collaborated with 30 different student organizations during the 2015-2016 academic year. To name a few, CEO along in collaboration with the Muslim Students Association (MSA) hosted a speaker event, Syed Umar Warsi who spoke about his life growing up as a Muslim in America with the cultural pressures and trying to blend with the American Society. La Posada, which is related to Hispanic culture was hosted with Alpha Psi Lambda. CEO's signature events, Holi, International Explosion, International Marketplace and Carnival of Cultures revolves around the RSOs where 18-20 RSOs are a part of it.

DSAES Strategic Initiative 3.C: *Explore and enhance multicultural-based collaborative programs with departments outside of the Division and in partnership with agencies in our surrounding environments.*

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Strategic Initiative 4: Retain and grow membership base for CEO

Action Step A: Ensure marketing for events covers a variety of outlets to reach a wider population on campus.

Status: Achieved

CEO posted posters around campus. This was done so even further by having marketing committees that would help ensure that adequate marketing has been done for CEO events. CEO also utilizes social media and digital marketing around campus.

Action Step B: CEO will begin an assessment that helps officers learn about the successes and shortcomings of CEO as seen by the members.

Status: Achieved

CEO used end of the event assessments to record the shortcomings for the future officers in order to avoid them in future. Some questions in the event assessment includes:

- What were the overall strengths and successes of the event?
- What were the overall weaknesses and challenges of the event?
- What were some of the frustrations or problems encountered while planning or during the event?

Action Step C: Maintain committee organization charts, and committee member positions to ensure organizational sustainability.

Status: Achieved

CEO had committee members who were actively involved. For example, CEO's marketing director had a marketing committee which included positions such as Assistant Director of Marketing, Assistant Director of Distribution, Distribution team, Photographers and a Committee member. The marketing director utilized the team to get the work done which included posting posters around campus, brain-storming marketing ideas, marketing designs, capturing pictures etc.

Action Step D: Create an incentive program for members to encourage participation.

Status: Achieved

CEO had membership points which could be redeemed at the end of the year to win prizes. Students could earn points on applying to be a CEO member on Get Involved, by attending CEO General Meetings, by attending CEO events, by brainstorming and coming up with ideas for future CEO Events, by volunteering and doing marketing runs for CEO and on completion of tasks as such. There are levels, where on earning certain number of points, students would receive prizes based on what level they are on.

DSAES Strategic Initiative 4.A: *Develop a comprehensive assessment plan that identifies learning and program outcomes and demonstrates a process for improvement based on measurable results.*

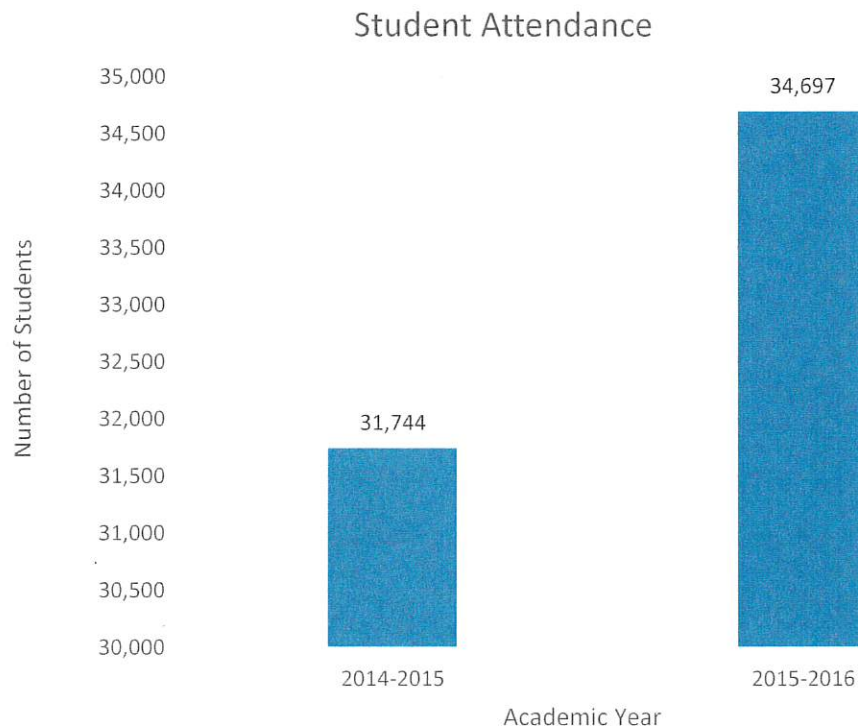
UH Strategic Goal #2: Student Success

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Question 4:

Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned strategic initiatives and/ or action steps and their importance as compared to others that you might pursue. Where data exist, discuss the number of persons served by each of your programs and any assessment measures and/or learning outcomes used to evaluate program success. Please provide the method for collecting these data.

Until last year, to evaluate the Council of Ethnic Organizations' progress towards fulfilling goals, we analyzed the attendance at each event. CEO records event attendance on a master spreadsheet to calculate cost per student at each event and throughout the semester as a whole. Attendance information helps CEO better understand the interest in each of our events. The average cost per attendee was \$2.12 in 2015-2016, an increase of \$0.81 from 2014-2015. However, this increase was because CEO hosted 67 events in the 2015-2016 academic year, an increase of 11 events from the previous year 2014-2015. The total attendance of these events was 34,697 in 2015-2016, an increase of 2,953 students compared to the previous year 2014-2015.



2015-2016 CEO Event Attendance

Event Name	Collaborating RSO/Department	Estimated Attendance
RA Scavenger Hunt	Student Housing & Residential Life (SHRL)	180
International Student Freshman Orientation	Office of International Student & Scholars Services (OISSS)	150

Game Night	Residence Hall Association (RHA)	80
Party at the Rec	RHA & Student Program Board	300
Party in the Park	Center for Student Involvement (CSI)	1500
Wipeout	SHRL & RHA	120
Cat's Back		1200
Matt Glowacki	Center for Diversity & Inclusion (CDI)	54
InfraRED: Casino Royale	CSI, SPB, RHA	428
Campus Prowl	Student Centers (SC)	200
Commuter Kickoff	Dean of Students (DOS)	250
CEO General Meeting		50
SC Welcome Back	SC	363
Somewhere Between	Houston Asian American & Pacific Islander Film Festival (HAAPIFF)	22
Sushi Demo		140
Mexican Independence Day	Mexican American Studies Student Organization (MASSO)	230
CEO General Meeting		12
Motorcycle Diaries		71
Cougar Corrale	DOS, CSI, RHA, SPB, Frontier Fiesta Association (FFA)	150
G Yamazawa		246
CEO General Meeting		18
Festa Italiana		12
CEO General Meeting		13
Kevin Yee	SPB	65
OUT! In Drag	SPB & SMART Cougars	245
CEO General Meeting		17
Book of Life		132
Homecoming Block Party	Homecoming Board	1,200
Mum Decorating 101	Homecoming Board	370
Homecoming Fiesta	FFA & Homecoming Board	1,498
International Marketplace	17 Cultural RSOs	4,500
Italian Culture Night	Circolo Italianao & Sigma Lambda Beta	30
Jose Barrientos		49
Renaissance Festival	SPB	47
International Education Week Kick-Off	OISSS	122
CEO General Meeting		24
International Explosion	8 Cultural RSOs	483
Winter Wonderland	SPB	12,500

La Posada	Alpha Psi Lambda	42
Winter Retreat Date		11
SC Birthday Party	CSI	251
Cat's Back		500
K-Von		57
CEO General Meeting		21
Dark Girls	CDI	50
Vietnamese Extravaganza	Vietnamese Student Association (VSA)	450
Twinsters	CDI	30
CEO General Meeting		20
Express Yourself w. Ebony Stewart	Urban Experience Program (UEP) & Fraternity & Sorority Program Board (FSPB)	120
American Revolutionary: The Evolution of Grace Lee Boggs	HAAPIFF	39
International Mother Language Day	SGA, International Students Organization (ISO), CDI, Language Department	246
CEO General Meeting		17
Oxfam America: Hunger Banquet	CDI	47
CEO General Meeting		15
Frontier Fiesta	Pakistan Student Association (PSA) & Roarin' Raas	1,000
PSA Show 2016	PSA	900
Holi	Hindu Yuva (HY) & Indian Students Association (ISA)	775
CEO General Meeting		12
Lunch & Laughter with Armando Anto		80
The Color Purple		35
Carnaval of Cultures - Marketplace	9 Cultural RSOs	1,960
Carnaval of Cultures - Variety show	6 Cultural RSOs	250
CEO General Meeting		13
The Danish Girl	LGBTQ Resource Center	65
CEO End of the Year Banquet		70
CEO & MSA Present: Syed Umar Warsi	Muslim Student Association (MSA)	150
Maîtri 2016	Graduate Indian Student Organization (GISO)	400
TOTAL ATTENDANCE:		34,697

CEO also used surveys to gauge attendee satisfaction at events, and identify if there were any other cultures that they would like to see CEO showcase in future events. These surveys were sent out either by emails, newsletter or asked to be taken at the end of an event through iPads. Below is an example of our survey questions used in academic year 2016-2017.

Following are some of the results of the surveys conducted on the students who attended the event:

- 1) Overall average rating of the events was very positive at 4.21 out of five (with five being the best).
- 2) Approximately 95.2% of all students said that they would recommend CEO events to their friends.
- 3) Approximately 81% of students said the events were organized beyond their expectations they had prior to attending it.
- 4) We also received responses when students were asked what they liked the most about the event:
 - a) The authenticity and variety
 - b) The opportunity to perform and learn about other cultures
 - c) The varied opinions about the same issues
 - d) It was a very diversified set of performances and the crowd was very energetic

From the comments above we can say that students learned more about different cultures and different perspectives along with exploring the unknown in these events that we organized. This too reflects our success.

- 5) Also, 32% of students who filled out the survey heard about the event online (via Facebook or Newsletter) and approximately 84% of students heard about the event in

How did you hear about this event?*

- Facebook
- Twitter
- Instagram
- Get Involved
- Flyer on Campus
- Friend
- Word of Mouth
- CEO Board Member
- Handbills
- Newsletter
- Other:

Would you recommend this event to your friend?*

- Yes
- No

If your answer to the above questions is 'No', please let us know why not!*

Did you learn about the specified culture through this event?*

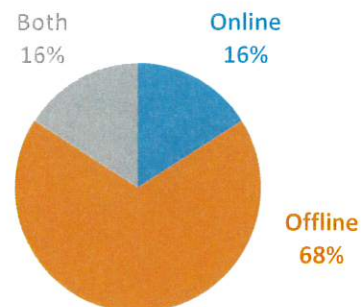
- Yes
- No

How could we improve this event?*

What did you like most about this event?*

What would you like CEO to host in future?
Ideas for future events?*

HOW DID YOU HEAR ABOUT THE EVENT?



person (via Flyers on Campus or Word of Mouth). By having the information of what mode reached out to students for them to know about the event helps CEO to make sure to utilize those modes to market for future events as well and become more successful.

Question 5:

Please discuss any budget or organizational changes experienced since your last (FY2016) 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 FY2015 with a Fund 3 addition to Fund Equity, please describe the conditions which caused the addition.

CEO received \$7,000 in one-time funding for the 2015-2016 academic year for a cultural movie series. Below is the table that describes the total number of movies and the total cost of each screening.

Event Name	Total	Estimated Attendance
Somewhere Between (w/HAAPI)	\$ 647.50	22
Motorcycle Diaries	\$ 1,148.00	71
Book of Life	\$ 1,258.99	132
Dark Girls (w/CDI)	\$ 1,048.78	50
Twinsters (w/CDI)	\$ 529.00	30
American Revolutionary: The Evolution of Grace Lee Boggs (collaboration with HAPFFI)	\$ 580.00	39
The Color Purple	\$ 760.12	35
The Danish Girl (w/LGBTQ Resource Center)	\$ 1,032.72	65
Total	\$7,003.34	444

The addition of movies helped CEO gain more recognition and gave students the option of visual learning about diverse cultures. Several screenings by CEO were made an extra credit for students by the professors, which means that these movies benefitted students by not only widening their knowledge about cultures and diversity but also helped students academically. An example is "Somewhere Between," which is a documentary about four Chinese girls who were adopted by American families and talked about their experience.

CEO ended FY16 with a Fund Equity of \$12,182. The FY16 Fund Equity from CEO was not utilized for several reasons. First, CEO events ended up costing less than anticipated. For example, CEO budgeted approximately \$13,000 for one of their signature events, Carnival of Cultures, on April 12, 2016. CEO only ended up spending \$9,772 on the event however, due to the change in location from Cullen Performance Hall (CPH) to the Student Center South Houston Room. This cost savings was due to the decrease in facilities costs from CPH to the Student Center. CEO did not want to overspend on promotional items in summer, knowing that CEO may not be able to repeat these expenses in future years. CEO was also unable to use FY16 budget in summer for FY17 events.

Question 6:

Please list your 2017-2018 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs Strategic Initiatives and University of Houston Strategic Goals to which they relate. Larger units may wish to group responses by subprogram. Under each strategic initiative, please state the specific action steps (programs, activities, services, policies/procedures, etc.) that you intend to implement to accomplish your stated initiative.

Strategic Initiative 1: To support student leaders of cultural and diversity-related registered student organizations on-campus.

Action Step A: The Council Members will be actively involved with cultural and diversity-related RSOs and keep them informed about upcoming collaborations by having meetings with the executive teams of RSOs assigned to them. This will increase collaboration among RSOs, further reach out to students and develop and enhance relations among RSOs. This will also enrich and strengthen the UH body in cultural and diversity awareness.

Action Step B: Increase social media presence by having more students follow CEO on various social media outlets such as Snapchat, Facebook, and Instagram. RSOs will get the opportunity to promote their events even to the CEO followers to reach out to a wide range of students.

Action Step C: Create recognition process for CEO member organizations to highlight positive contributions to cultural and diversity-related events on campus. RSO receiving recognition will be highlighted on CEO website and marketed through social media.

DSAES Strategic Initiative 3.C: *Explore and enhance multicultural-based collaborative programs with departments outside of the Division and in partnership with agencies in our surrounding environments.*

UH Strategic Goal #2: Student Success

UH will have a student profile consistent with a nationally competitive public research university by creating an environment in which student success can be ensured.

Strategic Initiative 2: To serve as an umbrella organization for CEO member organizations that are cultural and diversity-related RSOs, providing monetary support and other resources.

Action Step A: Utilize surveys to gain insight into what are the needs of CEO member organizations.

Action Step B: Host at least two cultural and diversity-related RSO roundtables with CDI to discuss the needs of RSOs and to discover ways to meet those needs.

DSAES Strategic Initiative 4.A: *Develop a comprehensive assessment plan that identifies learning and program outcomes and demonstrates a process for improvement based on measurable results.*

UH Strategic Goal #2: Student Success

UH will have a student profile consistent with a nationally competitive public research university by creating an environment in which student success can be ensured.

Strategic Initiative 3: Retain and grow RSO membership base for CEO.

Action Step A: Ensure marketing of events hosted by member RSOs covers a variety of outlets to reach a wider population on campus.

Action Step B: Ensure that monetary and event planning support is provided adequately beforehand of the event through the Council Members of CEO.

DSAES Strategic Initiative 4.A: *Develop a comprehensive assessment plan that identifies learning and program outcomes and demonstrates a process for improvement based on measurable results.*

UH Strategic Goal #2: Student Success

UH will have a student profile consistent with a nationally competitive public research university by creating an environment in which student success can be ensured.

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.)? If you receive funds from other sources, please briefly describe the source, purpose, and duration of the funding and report the amounts received in the appropriate rows/columns on the SFAC Spreadsheet.

The Council of Ethnic Organizations is a fee-funded organization with funding solely arising from student fees.

Question 8:

Please describe any services that are similar to yours and/or any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.

The Council of Ethnic Organizations does not overlap with any other units at the University of Houston. Cultural and diversity-related RSOs have the ability to register with CEO. Each organization registering with CEO is assigned a Council Member. Through their Council Member, RSOs have a voice through which they could present issues their organization may be facing and other needs during CEO Board meetings. These issues and needs could then be solved with the help of UH departments through CEO. CEO collaborates with the Center for Diversity and Inclusion to host roundtables that are aimed towards RSOs and their development and further advertise the mission of both our organization and CDI. CEO does not provide trainings to students, faculty, or staff on diversity and inclusion. However, CEO gives unique support in planning, marketing, funding and connecting RSOs to campus resources. Though the Activities Funding Board does assist RSOs in securing funding for events, CEO offers more than just monetary support as previously mentioned. Further, the most essential service provided by CEO is providing funds before an event occurs so that RSOs that may not have monetary resources can still proceed with executing cultural and diversity-related events. This can be done if RSOs submit proposals and application for funds within the set deadline. CEO also works on a personal level with RSOs to make sure CEO can help RSOs execute the ideal events they aspire to produce.