



SFAC Questionnaire

Frontier Fiesta Association

FY18

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 Frontier Fiesta Association (FFA) plans and facilitates Frontier Fiesta, an event that aspires to unite University of Houston (UH) students, faculty, staff and alumni, in addition to the Houston community. Being one of the oldest traditions at the University of Houston, The Frontier Fiesta Association aims to bring to life a western themed city. For three days, we provide music, a cook-off competition, and an entertainment festival for the University of Houston community through collaborations with registered student organizations and university departments. Our event passionately provides a unique experience through scholarships, leadership opportunities, and a family focused day, created by students.

Each year, Frontier Fiesta builds a fully functional western town from the ground up, known as "Fiesta City" directly on the UH campus. Frontier Fiesta hosts numerous activities and performances from UH students and student organizations throughout Fiesta City including Broadway-style variety shows, carnival booths, multicultural performances, and student performer showcases. Frontier Fiesta also hosts a cook-off that is available to alumni, constituency groups, University departments, and the general Houston community. The Frontier Fiesta Association annually awards six scholarships to qualifying incoming freshmen and current undergraduate UH students.

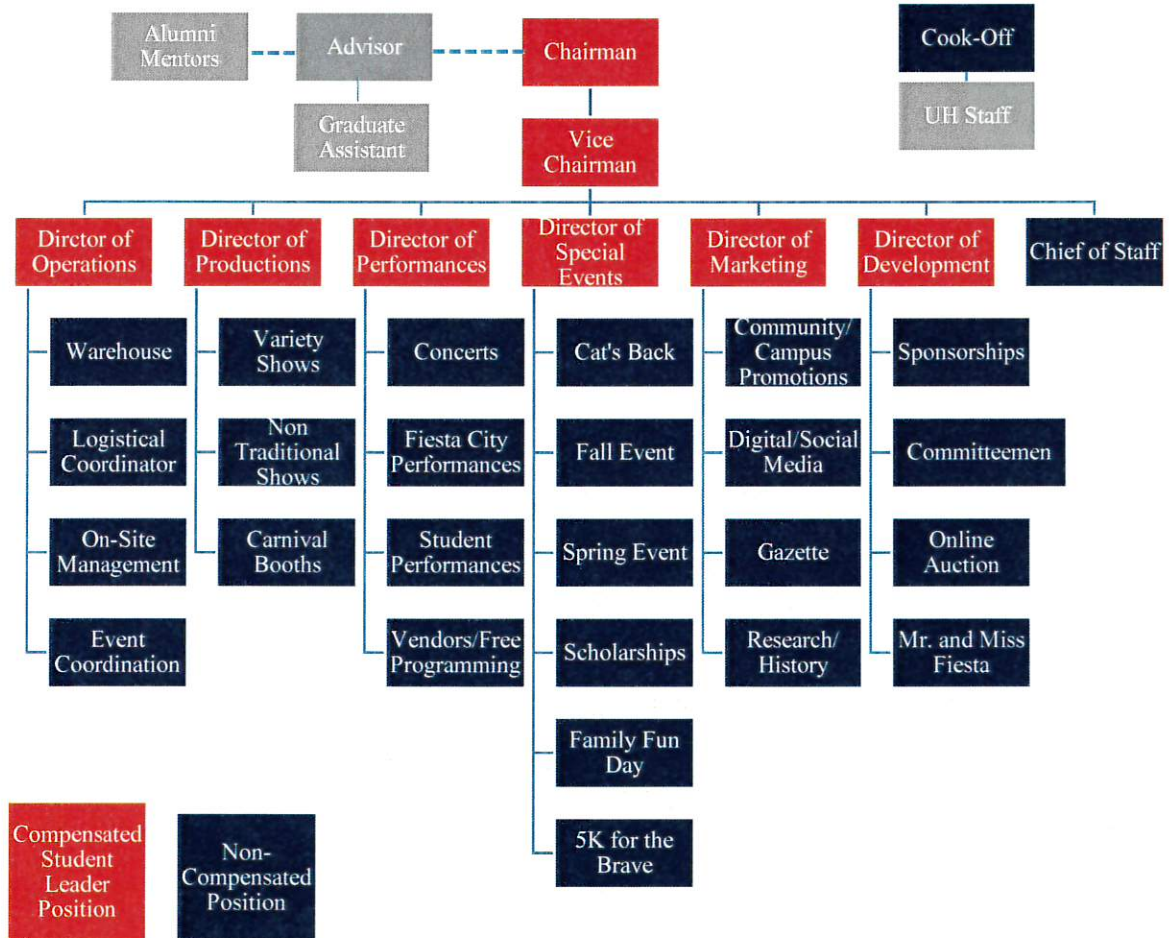
Frontier Fiesta is unique in its ability and responsibility to represent the University to a large audience through a three day festival experience. The Frontier Fiesta Association 2017 Board of Directors wish to continue a successful, annual tradition while broadening and strengthening the relationships we have throughout the University community (including students, faculty, alumni, and staff) and the Houston community as a whole by creating more targeted marketing approaches and programs that encourage collaboration (ex. Frontier Fiesta Mentorship Program).

For the past two years, Frontier Fiesta was held in and around TDECU stadium and adjacent parking lots. Due to the construction of a football practice facility behind TDECU stadium, the event will be relocated to lots 20A and 20C.

Frontier Fiesta 2017 will continue to maintain the three fundamental values instilled by the previous Frontier Fiesta Association Boards: scholarship, community, and meaningful entertainment to students in a safe and secure environment. This commitment to our fundamental ideals will allow Frontier Fiesta 2017 to maintain the event's legacy as one of the oldest and greatest University traditions, while and properly reflecting the University's diverse populations and interests of the students by conducting yearly surveys and properly benchmarking. We believe combining these time-honored values with a more progressive approach to programming will lead to both the sustainability and growth of Frontier Fiesta.

FFA's FY 2017 requests embody the above goals for the organization as well as the construction and execution of the stated aspects of the event that must take place in order to create an experience that generates value for all University of Houston students, and other event attendees.

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.



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 Strategic Initiatives and University of Houston Strategic Goals to which they relate. 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.

Frontier Fiesta Association Strategic Initiatives:

FFA Strategic Initiative 1: Securing a long-term site location for future Frontier Fiesta events.

Action Step 1: Establish a feasible fixed rate for usage of the stadium and adjacent parking lots (or another location if rental rates are not feasible) by creating a working relationship with Sports and Entertainment and the Transportation and Parking Advisory Committee. This working relationship will be done with constant communication and regular meetings.

Status: Changed

FFA has received discounted parking spot fees at \$5 per spot per day from the Transportation and Parking Advisory Committee. FFA has not yet been able to receive a fixed rate as the festival has had to change locations due to the construction of a new football practice facility.

Action Step 2: Create a long-term presence at the new location through Sports and Entertainment, Transportation and Parking Advisor Committee (TPAC), and University of Houston Marketing. This could include permanent signage on the stadium, a long-term contract with the Transportation and Parking Advisory Committee, or recognition around the stadium as the site for Frontier Fiesta.

Status: Changed

As stated above, Frontier Fiesta has moved from TDECU Stadium to lots 20A and 20C for 2017 due to the construction of a new indoor football practice facility. Moving forward, FFA will work alongside TPAC to determine the best option for a long-term location. Regardless, the organization continues to require yearly approval from TPAC.

Action Step 3: Work with Advancement to secure funding that will allow Fiesta to build-in support needs to ease the on-going one-time funding requests we have to finance (power, water, etc.).

Status: Achieved and On-Going

FFA continues to work with Advancement in finding new and larger sponsorship opportunities. FFA has continued a strong relationship with Silver Eagle Distributors and benefitted greatly from their assistance. In 2016, FFA began a three (3) year contract with Silver Eagle Distributors consisting of \$35,000 per year with a 5% yearly increase. TDECU has also been a consistent sponsor of the event, donating \$5,000 in 2016, \$3,000 in 2015, and providing ATMs as well.

DSAES Strategic Initiative 2: Actualize and leverage the fiscal, human, technological, and facility resources that enhance the student experience.

UH Strategic Goal 5: UH will be known for its accomplishments locally and nationally.

FFA Strategic Initiative 2: Improve the organizational structure within the Frontier Fiesta Association and create a process for outreach to the University and greater Houston community.

Action Step 1: Standardize rules and regulation for Bake Fiesta. Create an evaluation process to be completed before, during, and after cook-off that will reflect each teams continued support of Frontier Fiesta.

Status: Changed and Achieved

FFA has made Cook-off and Bake Fiesta entirely staff lead so the Frontier Fiesta Board of Directors could focus more on student engagement throughout the year. The new staff led Cook-off committee updated the rules and regulations for Bake Fiesta, which now require all cook-off teams to pay for entry into the Bake Fiesta competition. The Cook-off committee also received evaluative feedback from Frontier Fiesta Alumni Mentors before, during, and after cook-off.

Action Step 2: Create transition documents and procedures that encompass the role and tasks of each Executive and Director of the Frontier Fiesta Association.

Status: Achieved and On-Going

Transition documents have been created with the assistance of past Directors and staff with specified dates that clarify the timeliness of each Director's tasks. A sample transition document has been included in the appendix of the questionnaire.

Action Step 3: Maintain a working relationship with corporations from year-to-year through regular communication and a constantly updated spreadsheet of company contacts. Keep in constant communication with the University of Houston's Office of Advancement.

Status: Achieved and On-Going

FFA has maintained relationships with Silver Eagle Distributors and TDECU as multi-year sponsors. Frontier Fiesta's Director of Development is working closely with Advancement in generating sponsorship opportunities throughout the event and creating long-standing relationships. More specifically, this position has generated a larger amount of activation areas for companies throughout the festival as well as a communication log to ensure constant outreach to potential sponsors throughout the year.

Action Step 4: Increase Frontier Fiesta's programming presence prior to the event. This includes two events in the fall semester, and one in the spring aside from Frontier Fiesta.

Status: On-Going

FFA has teamed up with the Homecoming Board to create Homecoming Fiesta, a three hour event held on the Friday of Homecoming week that embodies the spirit of both traditions on campus and generates buzz for the spring event.

Action Step 5: Build a framework to effectively reach out to more student organizations and the general Houston Community.

Status: Achieved and On-Going

FFA has begun marketing to student organizations as early as Cat's Back and has created awareness for methods of engagement through Variety Shows, carnival booths, and other programming opportunities. The breakdown for percent increase of participation from 2015 to 2016 is as follows: Variety Shows (12.5%), Carnival Booths (150%), Willie's Theater Programming (50%), Step Show (New program, 5 groups participated). As stated previously, the Director of Special Events has increased outreach to other University departments to assist with existing events and showcase Frontier Fiesta to students throughout the year. In Fall of 2015, the Frontier Fiesta Facebook page had

6,800 likes and received up to 1,500 in post reach. FFA social media provides an effective outlet of steadily maintaining awareness for the event.

DSAES Strategic Initiative 6: Create and engage in strategic partnerships.

UH Strategic Goal 2: 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.

FFA Strategic Initiative 3: Continue to establish Frontier Fiesta brand recognition and assessment strategy with University of Houston students, faculty, staff, alumni and the greater Houston Community.

Action Step 1: Benchmark similar events to have a better understanding of how these events market and communicate to their publics. Enter Frontier Fiesta into national competitions to stay competitive on the national college market.

Status: On-Going

FFA is currently benchmarking the event with similar urban, college festivals throughout the United States including Forty Acres Fest (UT-Austin), Green Fest (San Diego State University), and Dillo Day (Northwestern University).

Action Step 2: Create two strategic marketing plans. One for the Frontier Fiesta Association itself and another one for the actual event held in March every year. Develop a consistent marketing campaign across all marketing mediums with a focus for each target group. Create a media kit that will be used every year in addition to new resources that will be added.

Status: Achieved and On-Going

The marketing for the Frontier Fiesta Association consists of several facets which can be compartmentalized into two strategic marketing plans- one for the association and long term development of the association, and the other for the more immediate event.

The marketing plan for the association consists of the following components: a) consistent branding b) consistent marketing materials, and c) wider reach by focusing in on specific target audiences.

a) In an effort to develop a recognizable and cohesive brand, the Frontier Fiesta Association established certain aesthetic standards to be used across all forms of communication. This includes facets such as the red wood theme, "Rockwell" as a standard typeface, and an established logo.

b) In an effort to develop a recognized and cohesive brand, the Frontier Fiesta Association uses set marketing materials during all public presentations and student events events. The standard aesthetics also branch into marketing goods, with table covers, tents, and teardrop flags that incorporate the red wood and logo.

c) In an effort to connect to a wider audience and generate more engagement, the Frontier Fiesta Association identified and strives to improve relations with several target audiences by having a larger presence at events and encouraging groups to visit the office in the Student Center North. These target audiences include the student body, sponsors, University of Houston and Frontier Fiesta Association Alumni, and specialized marketing within the Houston community. This last audience is based upon the ideals and incorporated facets of our association and event.

Action Step 3: Coordinate with Alumni Relations and meet monthly to keep consistent marketing with one another.

Status: Achieved and On-Going

FFA coordinates marketing with Alumni Relations and maintains relationships through other mediums such as socials, mentor programs, and committeemen.

Action Step 4: Engage in conversations in social media with students from the University of Houston as well as Houston community members in addition to two months' worth of Facebook boost. Create competition via social media for exclusive merchandise starting the week after Homecoming up until the event. This will create hype all the way up until the event. Merge the Frontier Fiesta friend page with the Frontier Fiesta like page.

Status: Achieved and On-Going

Frontier Fiesta's Facebook page has now been verified by Facebook as a professional organization. The page has over 7,800 likes (about a 15% increase from the same time in 2015), and garners up to 4,349 impressions (more than double last year's impressions) for posts through giveaways and more interactive posts. FFA has implemented more consistent posts through all forms of social media and held giveaways that generate almost double the normal post outreach.

Action Step 5: Create a poll every fall with the music artists up for selection. Have an assessment station at Frontier Fiesta and provide an incentive so that we can get an accurate representation of responses.

Status: Achieved and On-Going

A poll was distributed during the second month of the Fall Semester 2015 and drew 1,258 respondents. However, this poll has been updated to reflect a choice in genre rather than artist in order to allow greater flexibility in choosing a performer.

DSAES Strategic Initiative 5: Cultivate a collective identity that demonstrates a united vision

UH Strategic Goal 2: 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.

FFA Strategic Initiative 4: Continue to increase the focus on student participation and diversify the entertainment throughout the entire event.

Action Step 1: The creation of Willie's Theatre, a multipurpose tent, will allow more student participation through a reservation process giving student organizations a chance to showcase their organization and talent. This could potentially include showcases by Multicultural Greek Council, Latin Greek Council, and the National PanHellenic Council.

Status: Achieved and On-Going

The Frontier Fiesta Association (FFA) greatly increased the amount of student organizations and individual students participating in the event in 2016. This past year, FFA coordinated with 42 registered student organizations for carnival booths, variety shows, and student performances compared to 21 in 2015. During Frontier Fiesta, organizations such as the Student Program Board, Uncommon Colors, the Anime Club, and Society for Electronic Arts and Music hosted events under Willie's Theatre.

Action Step 2: The Student Area, formally known as the "University Tent," will include more interactive entertainment such as various inflatables, face painting, and photo novelties. This area will also work to diversify food options with the help of Aramark and Auxiliary Services.

Status: Achieved and On-Going

FFA has decided not to limit student interaction to a confined area. In 2016 students were able to participate in the activities stated above, as well as a selfie wall, food trucks, large carnival rides, and student run carnival booths throughout Fiesta City.

Action Step 3: Through partnerships on campus and in the community, we will increase funding to insure the annual presence of Family Fun Day to include more carnival games, rides, and a family friendly concert.

Status: Achieved and On-Going

FFA received \$13,500 from SFAC for Family Fun Day program. The organization greatly appreciates this funding as it was able to contract a Trackless Train (\$625), personalized license plates (\$1500), a caricature artist (\$625), a petting zoo and pony carousel (\$650), face painting and a balloon artist (\$1500), sand art creation (\$1350), and personalized leather bracelets (\$2275).

DSAES Strategic Initiative 3: Foster the creation of a global learning community that actualizes and embraces inclusion while preparing students to become active citizens.

UH Strategic Goal: 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.

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.

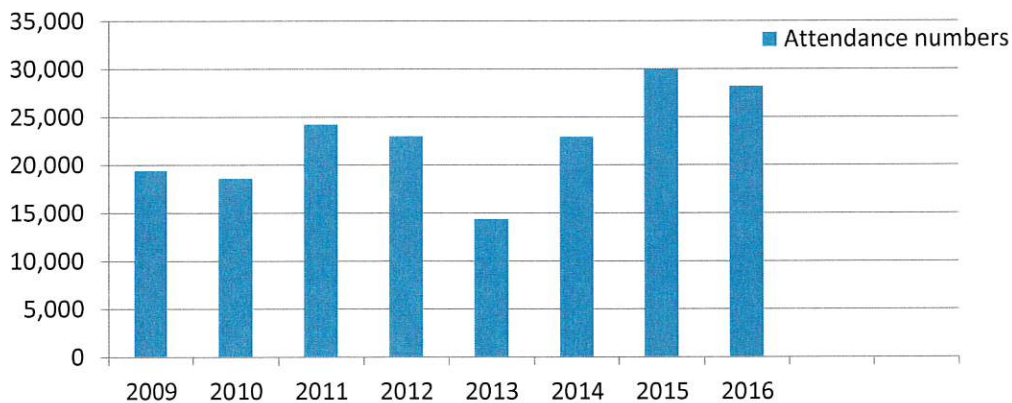
Student Surveys

The past year, FFA encouraged survey participation by giving out free shirts at the 2nd annual Homecoming Fiesta event during Homecoming Week. This survey included questions concerning what students would like to see at Frontier Fiesta, what they enjoyed about the event in the past, and how the event could be improved.

The survey received 1,258 respondents. Of the respondents, 36% have heard of Frontier Fiesta, but have not been before and only 5% have not heard of the event. Of the 59% that have attended, 85% liked the concert portion most from past events and 45% of the same group enjoyed student run carnival booths. 68% of respondents wanted to see a laser tag arena at Frontier Fiesta 2016. Almost half of all respondents would like to hear more about the event via social media. Based on these responses, FFA strove to increase carnival booth participation and contracted an inflatable laser tag arena. The full survey is included in the appendix.

Attendance

Frontier Fiesta Annual Attendance



The data shows a dramatic increase in attendance between the years of 2013 and 2015. The total reported attendance for Frontier Fiesta 2016 was 28,199. 42 Student organizations participated in 2016 compared to 21 in 2015.

Frontier Fiesta is always held the weekend after Spring Break in order to minimize impact of build week on student parking while classes are in session. Because of this timeline, Frontier Fiesta 2016 was held on Easter weekend. The fact that Frontier Fiesta was held on a holiday weekend moderately impacted attendance. To counteract the effect of the holiday on attendance, Frontier Fiesta did offer Easter-themed activities during Family Fun Day, such as free eggs filled with candy.

Debrief Meetings

Following the event, FFA held debrief meetings with multiple organizations and departments that assisted in the facilitation Frontier Fiesta. Groups included: UH Alumni Association, Sports and Entertainment, Center for Student Involvement, staff and student volunteers, variety show participants, variety show judges, carnival booth participants, step show organizers, and the Frontier Fiesta Board itself. By implementing this process, FFA was able to receive constructive feedback detailing what went well, what did not, and how use that to the advantage of the organization for future events.

Below is an example from FFA’s recorded debrief meeting feedback from **Variety Show Judges** following Frontier Fiesta 2016:

2016 Successes	Opportunities for Growth
<ul style="list-style-type: none"> • Good overall construction/layout of judging packets, schedule, etc. • Good communication about time commitment, options for attending shows, etc. 	<ul style="list-style-type: none"> • Communication • Judging Sheets • Quality of shows
Suggestions for Future Events	
<ul style="list-style-type: none"> • Communication <ul style="list-style-type: none"> ○ GroupMe to communicate last minute changes during the event ○ Earlier contact with judges ○ Send out judging packets beforehand for judges to look over and ask questions to clarify <ul style="list-style-type: none"> ▪ Hold a meeting w/ Productions chair before Fiesta ▪ Include in packets: schedule, description of Variety Shows and what to expect, overview of the history and purpose of Fiesta and Variety Shows, map of show tents with names of shows and organizations, judging sheet ○ Make it clear that they can split shows between all 3 days • Judging Sheets <ul style="list-style-type: none"> ○ One sheet for Variety Show and front instead of two ○ Include/do not include in judging: <ul style="list-style-type: none"> ▪ Include specific requirements/descriptions for judging fronts ▪ Fronts should be worth more points ▪ Include timeliness aspect – time limit and starting on time should be tied to points <ul style="list-style-type: none"> • Decrease show times to prevent overlap ▪ Maybe don’t include best actor/actress – gets complicated ○ Use the same overall format of the judging sheets • Quality of Shows <ul style="list-style-type: none"> ○ Sound issues – sometimes hard to hear shows <ul style="list-style-type: none"> ▪ More mics? Provide priority seating to judges? ○ Require variety show groups to be on-site at least 30 minutes before doors 	

5) Please discuss any budget or organizational changes experienced since your last (FY 2017) 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 FY 2016 with a Fund 3 addition to Fund Equity, please describe the conditions which caused the addition.

Frontier Fiesta received \$206,615 in one-time funding for FY2016 for operational and productions expenses to accommodate the increase in the size of the event. With these additional funds, FFA was able to continue its growth. FFA was able to create a new jail (photo included in appendix) which housed an SGA and FFA hosted fundraising event, to continue offering 40x40 cook-off spaces (which were largely preferred by alumni teams), and host more organizations at the event. The operational funds that went towards event execution allowed FFA to showcase organizations and create events that are inclusive of a more diverse student base such as artistic showcases, talent shows, and cultural performances. Below is an excerpt from the FY16 FFA SFAC Budget detailing costs for stated improvements.

Tent/Fencing/Generators/Chairs/Tables/Staging - Operations	\$ 127,979.20
Portopotties	\$ 6,541.00
Lumber/Tools/Paint/Build/Cleanup Supplies - Operations	\$ 3,116.17
Dumpsters - Operations	\$ 1,120.58
Storage Containers (2)/Mobile Minis for Fiesta & Bank - Operations	\$ 2,030.37
Truck Rental - Operations	\$659.12
Golf Carts - Operations	\$ 1,735.00
Warehouse Contract - Operations	\$ 31,963.99

Frontier Fiesta was not approved of \$61,925 to pay for the use of the 12A & B parking lots during build week and the event itself. The Transportation and Parking Advisory Committee raised the cost more than three times the amount has been charged in previous years. In 2015, Frontier Fiesta was charged \$12,350 for the same lot with slightly different phasing. In 2016, charges were based on a \$5 per spot per day basis which caused the price to increase to \$61,000. These fees were paid through FFA's SFAC and Income accounts.

FFA concluded with \$1,319 in fund equity due to the organization wanting to ensure ample design time for quality fall 2016 promotional shirts. These t-shirts were distributed in September.

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 stops (programs, activities, services, policies/procedures, etc.) that you intend to implement to accomplish your stated initiative.

FFA Strategic Initiative 1: Continue to be more inclusive of diverse students and organizations that participate in Frontier Fiesta.

Action Step 1: Continue to work and meet with the Center for Diversity and Inclusion to come up with plans to be more inclusive of organizations that are interested in participating in Frontier Fiesta and the members involved with the FFA.

Action Step 2: Work with student organizations to determine ways to get more organizations involved with the event through large scale programming or carnival booths.

DSAES Strategic Initiative 3: Foster the creation of a global learning community that actualizes and embraces inclusion while preparing students to become active citizens.

UH Strategic Goal 2: 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.

FFA Strategic Initiative 2: Increase the amount of programming and activities in Fiesta City, while continuing to have low to no cost for the guests of Frontier Fiesta.

Action Step 1: Identify low or zero-cost programming for students earlier in the year.

Action Step 2: Garner interest for organization carnival booths early in the fall semester and encourage creativity for zero-cost activities for attendees.

Action Step 3: Develop activation areas for potential sponsors. This creates more enticing opportunities for professional organizations and free activities for attendees.

DSAES Strategic Initiative 2: Actualize and leverage the fiscal, human, technological, ad facility resources that enhance the student experience.

UH Strategic Goal 5: UH will be known for its accomplishments locally and nationally

FFA Strategic Initiative 3: Create a development plan that enables Frontier Fiesta to identify and utilize more corporate sponsorships, and build tighter relationships with outside entities.

Action Step 1: Create a list of activation areas for potential sponsors.

Action Step 2: Create a more targeted and personable approach in looking for potential sponsors to give FFA a better chance of acquiring and creating a long lasting relationship with the Houston community.

Action Step 3: Utilize University of Houston and Frontier Fiesta alumni as valuable resources in obtaining contacts that could assist with monetary support or ideas that will push the event to be larger and more appealing to students and the Houston community.

Action Step 4: Identify new ways in which to draw potential sponsors (i.e. Family Fun Day sponsorships, specific area sponsorships, etc.)

DSAES Strategic Initiative 6: Create and engage in strategic partnerships.

UH Strategic Goal 6: UH will build a resource base that enables it to accomplish its mission and realize its vision.

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 row/columns on the SFAC Spreadsheet.

Frontier Fiesta is unique compared to other student-fee based organizations. Being such a large event on campus, FFA reaches out for multiple sources of external funding. These sources of funding include alumni donations through our Committeemen program, in-kind donations, a silent auction, and corporate sponsorships.

The Frontier Fiesta Committeemen Program consists of Frontier Fiesta alumni and friends. The program, in years past, has consisted of individuals paying to become Yearly or Lifetime committeemen. We are working with the Department of Advancement and the newly formed Frontier Fiesta Alumni Network to redesign this program and increase fundraising efforts.

The Frontier Fiesta Association also seeks out corporate sponsorships as a part of our efforts to engage the Houston community and to bring in additional funding support for the event. By partnering with both local businesses and larger corporations, Frontier Fiesta gains donations, while sponsors receive publicity, activation opportunities throughout a three (3) day festival, and a stronger connection to a Tier One University. Again, FFA is currently in a three (3) year contract with Silver Eagle, bringing in \$36,750. This year we will continue to place a large focus on reaching out to local businesses, including University of Houston Alumni owned businesses. The monetary amount of in-kind gifts or cash donations a company provides will determine the benefits each company receives such as: logo placement on event t-shirts and advertising opportunities in the official Frontier Fiesta Gazette.

Frontier Fiesta receives in-kind donations from Alumni, University Departments, and different companies primarily to stock our online auction. Items this past year included a football jersey signed by the entire UH football team and exclusive Peach Bowl memorabilia. This year, FFA has decided to host the online auction, which will provide greater outreach to the primary audience (University of Houston Alumni) while also increasing the visibility of the event to alumni and students. All of the proceeds from the silent auction go towards Frontier Fiesta scholarships. FFA will also begin hosting a silent auction at the Cougar Cookers' tent during the Houston Livestock Show & Rodeo.

FFA receives funds by charging participation fees to variety show and cook-off teams. These funds provide funding from alumni and student organizations to compensate for the tents, equipment, and space utilized on the Frontier Fiesta site. FFA also keeps 25% of all carnival booth proceeds.

Lastly, FFA facilitates a competition called "Mr. and Miss Fiesta" for currently enrolled students in partnership with the Department of Advancement. Last year, Mr. and Miss Fiesta raised roughly \$6,024 for the Frontier Fiesta Scholarships. This is a fundraising competition, and whoever raises the most funds receives the title of Mr. or Miss Fiesta along with recognition at the Chairman's Reception. In this year's Mr. and Miss Fiesta competition, there will be no monetary entry fee. This will encourage more students to participate in the competition to raise funds for Frontier Fiesta scholarships.

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.

There is no overlap between Frontier Fiesta and another unit.