

# Homecoming Board SFAC FY18

UNIVERSITY OF HOUSTON  
**HOMECOMING**  
BOARD

Homecoming Chair, Brooklin Corbins

Homecoming Vice Chair, Devin Sanders

- 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.**

### **Our Mission**

The Homecoming Board will provide effective management, constructive program implementation, and worthwhile service for the community in order to develop quality, educational, and entertaining programs that enhance student life at the University of Houston during Homecoming Week.

Homecoming, one of the campuses' oldest running traditions, exemplifies unity between the University, alumni and the surrounding community. Homecoming serves as the medium through which all members of the UH community (students, faculty, administration, alumni) can showcase their school spirit. Homecoming brings feelings of excitement, school pride and fun to campus. While some may think it is just another football game, it is much more. Through various activities such as pep rallies and competitions, Homecoming Board tasks the student body to be more in tune with the University of Houston, provides alumni with an excellent way to stay connected with their alma mater, and boosts student pride on campus.

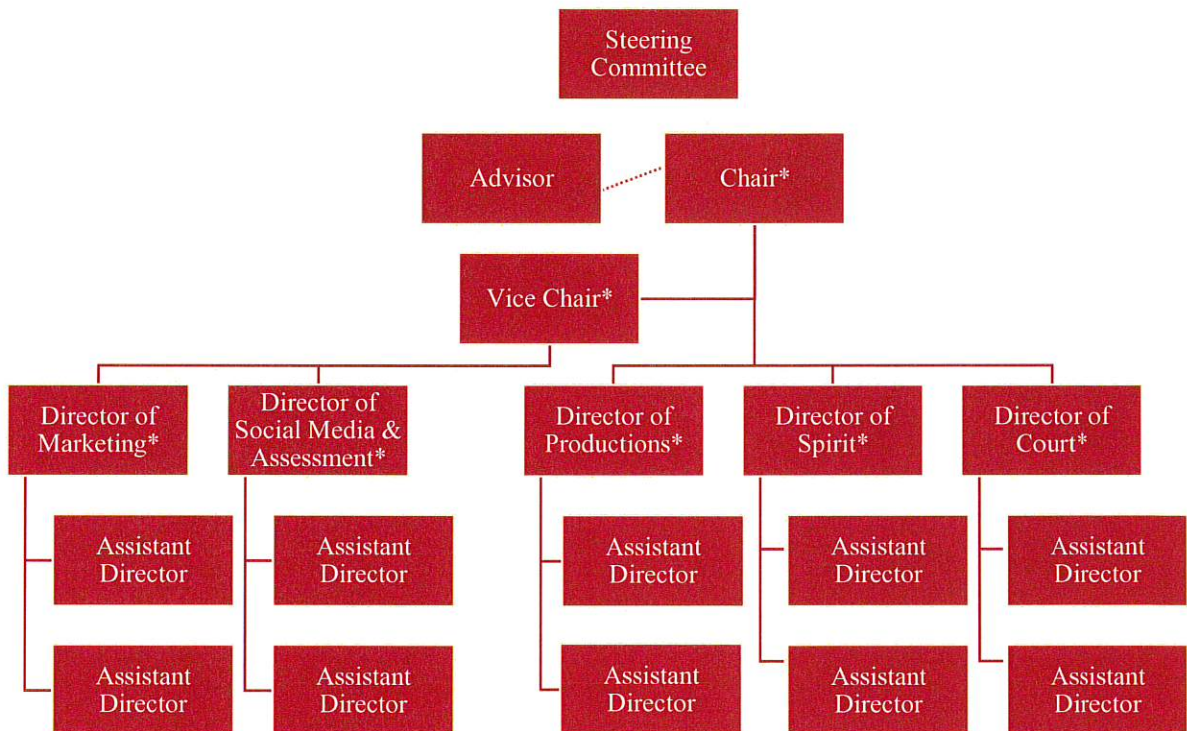
### **Executive Summary**

The Homecoming Board has realigned its goals and direction with the Division of Student Affairs and Enrollment Services Strategic Initiatives as well as the UH Strategic Goals. As Homecoming grows into a Tier One event and tradition, we will work to include the values of tradition and inclusion into programming quality events for UH students. Homecoming has the ability to impact students' college experience through opportunities for engagement and involvement. Homecoming strives to make every year memorable for each member of the UH community, which is why Homecoming provides activities outside of the classroom, endeavors to increase overall satisfaction with student life on campus, and instills pride at the University of Houston.

The Homecoming Board is a key entity in building connections and relationships between the student body and alumni. The board hopes to mold engaged students into active alumni who continue to impact campus vibrancy well beyond their time at UH. Other university administration such as staff and faculty are invited to interact with students by providing an exciting experience, with not only undergraduates but with graduate students as well.

The Homecoming Board strives to enact the best methods in which new ideas and programming can be implemented for students, faculty and alumni benefit, as well as improving recurring events. The mission is executed by collaborating with different student organizations, committees and departments, who will assist with several activities during Homecoming Week.

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.



\*Stipend Student Leader

- 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: Firmly establish a functioning, effective marketing and assessment plan to increase the presence and awareness of Homecoming's presence on campus**

- Action Step 1: Develop a campus wide marketing campaign to brand Homecoming.**

**Status: Achieved-** The Homecoming Board has continued to improve the awareness of Homecoming throughout the campus by increasing marketing efforts and processes. We have worked to develop an intentional social media plan as well as increase participation in University events such as Cat's Back and Family Weekend. Additionally, we have worked to ensure that marketing efforts are cohesive across campus departments by sharing marketing graphics and schedules with the Homecoming Steering Committee.

- Action Step 2: Conduct semester reviews on marketing and assessment plans in order to keep consistency and be up to date with all strategies and information.**

**Status: Achieved/Ongoing-** The Homecoming Board conducted assessments during and after Homecoming 2015 to get students' feedback. That information was used to inform the board on opportunities to change our programs and events so that students will have a better experience for the 2016 year. This year, the Director Social Media and Assessment will be conducting assessments during and after homecoming week and will analyze that data so that suggestions for improvement can be included in Homecoming transition documents.

- Action Step 3: Implement inventory system for Homecoming's promotional items to assess the need for marketing items.**

**Status: Achieved/Ongoing-** Because of the inventory system put into place last year, we are able to be better stewards of student's funds by having an accurate count of promotional items that remained. This has allowed us to strategically order promotional items for events in the beginning of school year. We were able to minimize our Weeks of Welcome promotional order by keeping accurate record of promotional items from previous years.

- **Action Step 4: Develop an efficient, effective marketing team for on-campus marketing and promotions.**

**Status: Achieved/Ongoing:** The Homecoming board developed a marketing and street team to go out to the students, faculty and staff alumni and UH community to increase the awareness of the Homecoming 2015 week. The street team conducted tabling in the Student Center, at UH home games and other campus wide events to increase awareness of Homecoming 2015 events. The team will also conduct marketing runs during which they will post flyers, put out A-frames and banners to increase homecoming events.

- **Action Step 5: Boost participation on social media by 5%.**

**Status: Achieved/Ongoing:** Our likes on social media have grown by 23% from the previous year. Our current Homecoming promotional video has over 6000 views on Facebook. We have worked to ensure that we are using social media to engage students in Homecoming planning and promotion. For example, the Director of Social Media and Assessment conducted polls via social media to get student input on ideas for Homecoming. Additionally, we also conducted a survey via social media on the spirit cup competition to get feedback for potential participants. Both of these have helped assist the Homecoming board in developing a more inclusive Homecoming week, where students are represented in all facets.

**Strategic Initiative 2:** Ensure and safeguard the budgetary needs/success of the Homecoming Board to further increase student satisfaction with campus life.

**Action Step 1: Develop a 5-year tactical plan for calculated growth of the Homecoming budget and services, which will offer UH students the best programmed entertainment in the state of Texas.**

**Status: Changed** – This has been shifted to the Strategic Plan. See Strategic Initiative, Action Step 3.

**Action Step 2: Maintain up-to-date research and benchmarked information from our peer institutions to gauge our services against those of other institutions.**

**Status: Ongoing** – Homecoming continually seeks out information that outlines best practices, ideas and programs in terms of the implementation of a successful Homecoming.

**Relation to 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.

**Relation to 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:** Maintain Homecoming's organizational sustainability and growth through investment in our human capital.

- **Action Step 1: Establish a fully functioning membership program so that continuation of leadership is always present in the Homecoming Board.**

**Status: Changed-** The Homecoming Board has decided to work on the development of our Assistant Directors. We believe that this will allow our organization to continue to thrive by generating more qualified student leaders for the future. Homecoming has shifted the responsibilities of Assistant Directors to give them more insight in program and event planning. Additionally, Homecoming held an Assistant Director retreat before they began office hours.

- **Action Step 2: Conduct yearly reviews and make necessary changes to our paid student leadership positions.**

**Status: Achieved/Ongoing-** The Homecoming Board consistently evaluates the functions of the stipend student leader positions to ensure that our resources are being expended to best serve the student body. At the end of each semester, the Homecoming Chair and Vice Chair now provide recommendations on positions and their job duties through their transition documents.

- **Action Step 3: Develop a Strategic Organization Plan to determine the direction and growth of the Homecoming Board.**

**Status: Changed/Ongoing-** The Homecoming Board is evaluating the suggestions from the previous board and has found opportunities to reframe the completion of this Strategic Plan. We hope to benchmark other Homecoming Boards/Councils at large public institutions to gain perspective as to how to proceed in our quest for growth.

**Relation to DSAES Strategic Initiative 2.b:** Execute an effective operating plan of existing fiscal, human, technological and facility resources in support of student success.

**Relation to 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 4:** Continue to strengthen our collaborative relationships with organizations and departments to create quality events.

- **Action Step 1:** Continue to seek out collaborations with departments and organizations.

**Status: Ongoing-** The Homecoming Board continues to seek ways to bring new organizations into the homecoming experience. We have met with multiple organizations

as well as continue to build strong relations with University of Houston Alumni Relations, Student Program Board, Metropolitan Volunteer Program, Frontier Fiesta, Residence Hall Association and more.

- **Action Step 2:** Work with the Center for Student Involvement to bridge the communication and enhance the collaborative efforts with Registered Student Organizations.  
**Status: Achieved/Ongoing-** Homecoming has drastically increased its outreach to Registered Student Organizations. The Homecoming Board Chair and Vice Chair have attended organization meetings as well as developed electronic communications to encourage RSOs to engage with Homecoming.

**Relation to DSAES Strategic Initiative 1.d:** Create and implement a division-wide advancement and fundraising program in partnership with the Division of University Advancement.

**Relation to 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.

- 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.**

It is our responsibility as program planners to coordinate events that will result in student satisfaction. Evaluating Homecoming events is a crucial part of the event planning process. Through assessment, we are able to provide engaging events, learn from past mistakes, and amend procedures for event planning. In doing so, Homecoming further increases student involvement and satisfaction.

Assessment is not only useful for event planning improvements, but is critical in building teamwork. After each event, board members come together and critique the positive and negative aspects of the event. These meetings foster constructive discussions, which allow the board members to learn from one another. This process is critical to the overall growth of the Homecoming Board. Homecoming utilizes the following methods to evaluate the board's success in achieving our program standards:

Homecoming's assessment tools include, but are not limited to:

- Card swiping to ensure we get valuable data about who is attending our events. This allows to target our programming and marketing efforts to increase student participation.
- Baseline/Social media surveys/polls for use during and after major events
- Focus Groups with constituents from different facets of Homecoming (Spirit Cup Competition and Court Participants.)

Each Director is required to complete a program planning file for every event, including marketing forms, an event checklist, and an event evaluation form, which are then discussed with the Director's liaison (Chair or Vice Chair). During the summer, the Chair, Vice Chair, and Director of Social Media and Assessment reviews Homecoming event evaluations and surveys within the scope of the Division of Student Affairs and Enrollment Services assessment goals. With the help of the Advisor, we currently have an assessment plan and execution strategy. Surveys created by the Director of Social Media and Assessment help shape future Homecoming events.



**FY16 Major Homecoming Events Attendance**

Date	Event	Attendance
11/2/15	Kick-off Pep Rally	1869
11/3/15	Block Party	1650
11/3/15	Canned Food Extravaganza	182
11/4/15	Build A Coog	557
11/4/15	Silent Disco	156
11/5/15	Strut Your Stuff	202
11/5/15	Mum Making 101	214
11/5/15	Rock the Campus	127
11/6/15	Homecoming Fiesta	1780
<b>TOTAL</b>		<b>6737</b>

- 5. Please discuss any budget or organizational changes experienced since your last (FY2017) 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 FY2016 with a Fund 3 addition to Fund Equity, please describe the conditions which caused the addition.**

SFAC approved all new FY17 requests as one-time funding which included \$17,000.00 for Advertising, \$17,627.00 for Homecoming Fiesta and \$20,118.00 for the Homecoming Block Party. These approvals have allowed the Homecoming Board to increase the quality of our programming we will offer the student body in 2016. We expanded the Homecoming Fiesta Event to include several attractions as well as increased our marketing efforts with the funds approved by SFAC. We are confident that our events this year will increase student participation and cougar spirit.

Homecoming ended FY16 with \$1,965.00 in Fund Equity. Homecoming did not utilize all of their FY16 funds for several reasons.

- \$1691.00 – Unused Student Leader stipend funds.
- \$274.00 – Budget cushion to ensure we did not close the year in deficit.

In an effort to be good stewards, Homecoming spent less during FY16 than expected to ensure we did not end in deficit. Additionally, we had some staffing changes that did not expend all our student leader stipend funds.

6. Please list your 2017-2018 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs and Enrollment Services 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:** Firmly establish a functioning, effective marketing and assessment plan to increase the presence and awareness of Homecoming's presence on campus.

● **Action Steps:**

- Continue to develop marketing plans that reflect the needs of all constituents (Alumni, Athletics, Staff Council)
- Increase Social Media engagement by 10% on Twitter, Instagram and Snapchat.
- Utilize alternative assessment methods (Student Response via Baseline) to gain more data about the student experience at Homecoming events.
- Develop outcomes for Homecoming experiences that can track student engagement and satisfaction.

**Relation to DSAES Strategic Initiative 4.a & 5.c:** Develop a comprehensive assessment plan that identifies learning and program outcomes and demonstrates a process for improvement based on measurable results. Develop a comprehensive and integrated communications plan to increase awareness and understanding among the Division, the campus community and the surrounding environments about who we are, what we do, and who we serve.

**Relation to 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:** Maintain Homecoming's organizational sustainability by exploring the creation and implementation of a Development Plan.

● **Action Steps:**

- Research opportunities for funding collaboration and development.
- Review current Homecoming Board positions to assess the possibility of shifting a position to a Director of Development.

**Relation to DSAES Strategic Initiative 2.b:** Execute an effective operating plan of existing fiscal, human, technological and facility resources in support of student success.

**Relation to 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:** Develop a strategy for including Registered Student Organizations (RSOs) in more facets of Homecoming.

● **Action Steps:**

- Develop a matching program for RSOs to be connected with other RSOs who are interested in participating in Homecoming.
- Create marketing campaign specific to RSOs to increase participation.

**Relation to DSAES Strategic Initiative 2.b:** Execute an effective operating plan of existing fiscal, human, technological and facility resources in support of student success.

**Relation to 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.

- 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.**

There are currently no external funding sources for the Homecoming Board but we would like to explore external sponsors with University Advancement.

**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 currently no overlap with other organizations. The Homecoming Board is uniquely positioned to plan and implement official Homecoming events for the UH Community.