STUDENT PROGRAM BOARD

SFAC FY18 Program Questionnaire

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) is the University of Houston's fee-funded event planning and entertainment organization. The organization is a group of student leaders dedicated to programming social, diverse, traditional, and educational events to enhance every students' individual experience here at the University of Houston.

Our Mission

SPB's mission is to enhance the student life experience at the University of Houston (UH) and contribute to overall student development by offering a variety inclusive programs that appeal to students socially, culturally, and intellectually. SPB 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 and enjoy.
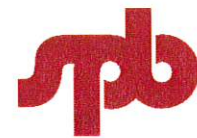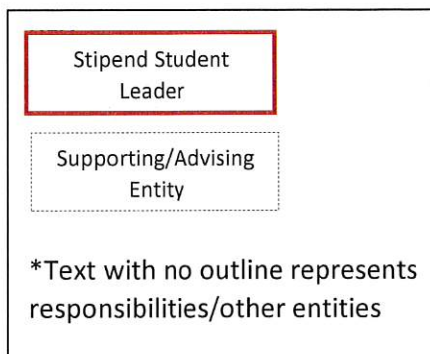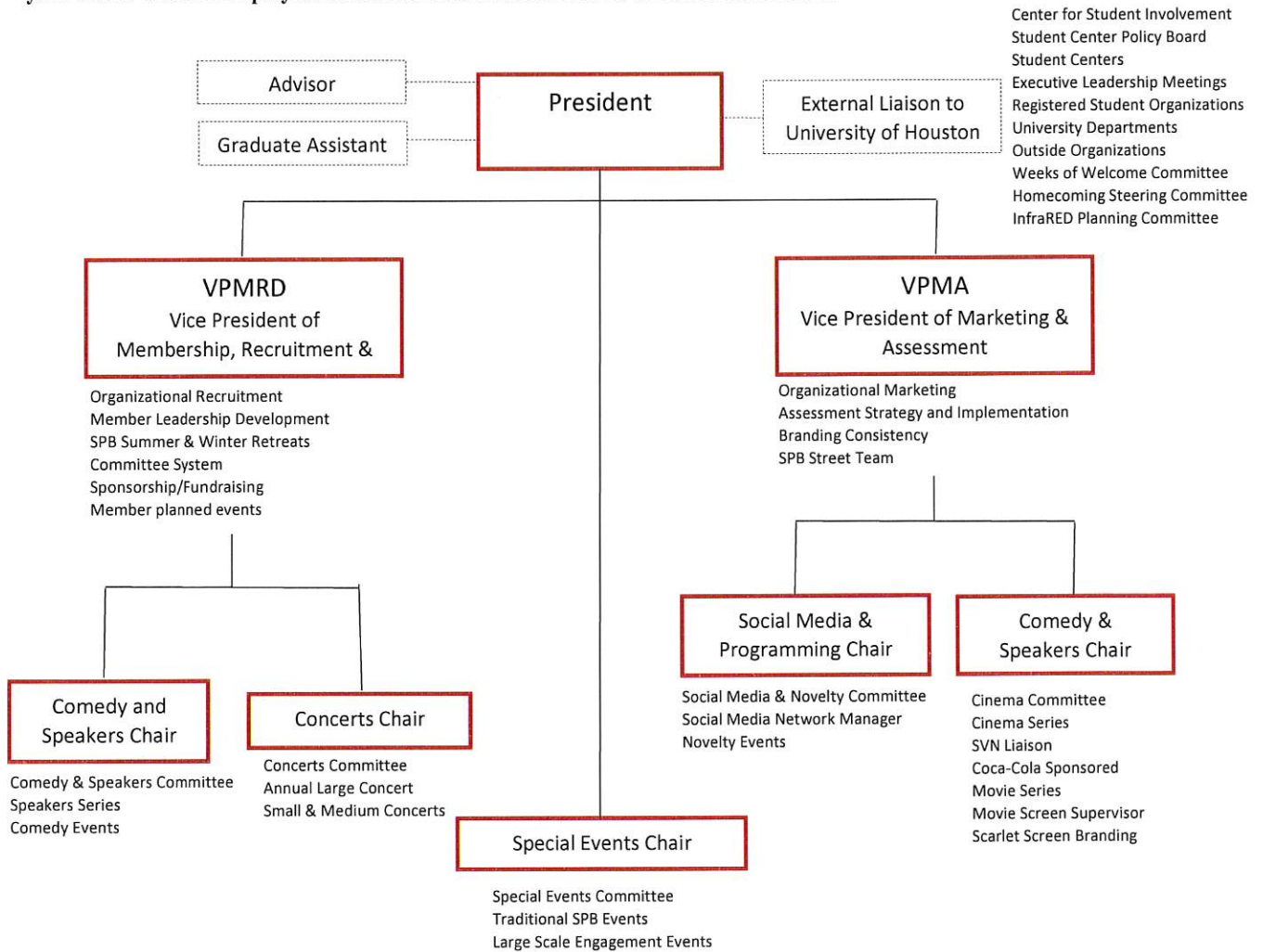
Executive Summary

With a strategic event-planning system, specialized collaborations, and focus on student opinions, SPB is able to provide unique and entertaining events to the student body of the University of Houston from our signature event Winter Wonderland to events that highlight and encourage the UH student population to pursue their passions outside of the classroom such as COOGTalks, UH EDC Festival (Student DJ Competition), and Coog Comedy Showcase.

SPB is striving to become a nationally-acclaimed programming board, and instill our core values of engagement, excellence, and entertainment throughout our process of programming quality events for UH students. SPB realizes the opportunity the organization has to impact the college student experience at the University of Houston through an ongoing pursuit of student engagement and involvement. SPB aims to increase the impact it has on the University of Houston campus, while also providing students the opportunity to impact the university community through leadership development of its members, providing opportunities for students to share their talents with the community, and plan events based on areas of student interest. Through our five chairs specializing in Cinema, Comedy and Speakers, Concerts, Special Events, and Social Media Programming, SPB strives to increase overall satisfaction with student life on campus. Through all of these opportunities the organization seeks to instill pride in our students at the University of Houston.

With the engaging experience SPB provides, the organization contributes to students' overall commitment to the university, and furthermore, encourages students to persist in their college career and graduate. SPB looks to continually enhance the environment of campus life through our programming, which is an important factor of student success. Students who get involved in campus have been known to graduate on time, as well as having a connection to the University, which leads to more involved alumni.

The student fee dollars allocated by SFAC directly impact the quality of the programs we sponsor and the subsequent benefits in student engagement both for students here and alumni of UH. The perception of SPB and the quality of events we plan affect the reputation of the University of Houston. SPB will continue to strive for growth as a Tier One organization, while also putting students first. It is SPB's goal to provide SFAC with the information necessary to support our goals and aspirations not only for the future of our organization, but for the future of the University of Houston's overall collegiate experience for students.

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.

Center for Student Involvement
Student Center Policy Board
Student Centers
Executive Leadership Meetings
Registered Student Organizations
University Departments
Outside Organizations
Weeks of Welcome Committee
Homecoming Steering Committee
InfraRED Planning Committee

Advisor

Graduate Assistant

President

External Liaison to
University of Houston

VPMRD
Vice President of
Membership, Recruitment &

Organizational Recruitment
Member Leadership Development
SPB Summer & Winter Retreats
Committee System
Sponsorship/Fundraising
Member planned events

VPMA
Vice President of Marketing &
Assessment

Organizational Marketing
Assessment Strategy and Implementation
Branding Consistency
SPB Street Team

Comedy and
Speakers Chair

Comedy & Speakers Committee
Speakers Series
Comedy Events

Concerts Chair

Concerts Committee
Annual Large Concert
Small & Medium Concerts

Special Events Chair

Special Events Committee
Traditional SPB Events
Large Scale Engagement Events

Social Media &
Programming Chair

Social Media & Novelty Committee
Social Media Network Manager
Novelty Events

Comedy &
Speakers Chair

Cinema Committee
Cinema Series
SVN Liaison
Coca-Cola Sponsored
Movie Series
Movie Screen Supervisor
Scarlet Screen Branding

Stipend Student
Leader

Supporting/Advising
Entity

*Text with no outline represents
responsibilities/other entities

*Student Program Board
2016-2017 Organizational Chart*

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.

SPB Strategic Initiative 1: Firmly establish a functioning, effective marketing and assessment plan to increase the presence and awareness of SPB's presence on campus.

- Action Step 1: Develop a campus wide marketing campaign to brand the Student Program Board.
    - **Status: Achieved/Ongoing** – SPB has not only provided students with quality promotional items such as umbrellas, portable chargers, etc. to spread our name around campus, but has also distributed SPB promo shirts that can be seen throughout campus on a daily basis. The SPB brand has also been spread through the implementation of tablings, strong social media pushes, and a defined marketing checklist utilizing many campus outlets to market the organization including the Student Center, Residential Housing, and Athletics.
- 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** – SPB continually gets updates to their marketing checklist in coordination with the other fee-funded organizations from the Center for Student Involvement to ensure we are marketing our events in the most effective way. SPB provides continual feedback on marketing checklist when need-be due to the high amount of use through the many programs annually. SPB does assessments at the end of every semester with members to determine effectiveness of marketing, assessments, and membership development.
- Action Step 3: Implement inventory system for SPB's promotional items to assess the need for marketing items.
    - **Status: Achieved/Ongoing** – SPB developed an inventory list in order to keep track of the number of promotional items, promotional t-shirts, membership shirts, as well as event supplies.
- Action Step 4: Develop an efficient, effective marketing team for on-campus marketing and promotions.
    - **Status: Achieved/Ongoing** – SPB had a small group of members last year that would come together to go on weekly marketing runs promoting our events and organization. These members volunteered to go on marketing runs on a weekly basis in order to ensure that marketing was posted two weeks prior to each event as dictated by our marketing timeline.
- Action Step 5: Boost participation on social media by 5%.
    - **Status: Ongoing** – SPB has increased our follower count on Instagram by 48% (700 followers), Twitter by 31% (200 followers), and Facebook by 11% (900 followers). SPB is continuing to monitor all social media accounts to determine the best strategy to increase participation.

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

DSAES Strategic Initiative 5C: 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.

UH Strategic Goal 2: UH will have a student profile consistent with a national competitive public research university by creating an environment in which student success can be ensured.

SPB Strategic Initiative 2: Maintain SPB's organizational sustainability and growth through investment in our human capital.
- Action Step 1: Maintain the Get On Board (GOB) Membership Program and Event Planning Competition.
  - **Status: Achieved/Ongoing** – SPB has maintained some of the components of the GOB. Membership Program while continually improving upon them, including lengthening the meetings for more members to stop by and developing officer positions for members to get more leadership development opportunities. The Event Planning Competition has also been continuously improved and implemented since its inception 3 years ago with increased member involvement and development by giving them the opportunity to plan an entire event from start to finish.
- Action Step 2: Cultivate a comprehensive leadership development program to transition committee members into committee chairs and/or executives.
  - **Status: Achieved/Ongoing-** SPB placed a strong focus on member development, which has led to a full board consisting of a combination of previous official members and board members. Throughout the school year we use activities (such as icebreakers or speakers) and lessons (resume building, event planning, etc.) to develop our members to not only become SPB board members but also other fee-funded student leaders. We also have a membership portion of our Winter Retreat and event planning competition where members get more hands on development with the board.
- Action Step 3: Conduct yearly reviews and make necessary changes to our paid student leadership positions.
  - **Status: Ongoing-** SPB has reviewed board positions as well as specific duties for chairs and has made changes as necessary. This includes removing two positions and redefining other positions to better streamline event planning and delegating all marketing duties to the Vice President of Marketing and Assessment.
- Action Step 4: Develop a Strategic Organization Plan to determine the direction and growth of the Student Program Board.
  - **Status: Not Achieved** – It has been done in an informal way that has been difficult to track. SPB continually evaluates the direction of SPB with each new president, and this year SPB has reevaluated the mission/vision statement to reflect more of what the organization is striving for.

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

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.

SPB Strategic Initiative 3: 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, such as Bauer College of Business, UHPD, UH Health Center, and Professors with Pride.
  - o **Status: Achieved/Ongoing-** SPB has reached out to many campus departments and organizations to collaborate. Last year we collaborated with several organizations including the Women and Gender Resource Center (Take Back the Night), Smart Cougars and Council of Ethnic Organizations (Out in Drag), and the Student Government Association (Football Tailgates). This year we will be collaborating with the Center for Student Involvement (Infrared Nights), as well as Homecoming and Frontier Fiesta to put on the annual concert series.
- Action Step 2: Work with the Center for Student Involvement to bridge the communication and enhance the collaborative efforts with Registered Student Organizations.
  - o **Status: Achieved/Ongoing** – SPB is looking to reach out to RSO's and encourage being involved in SPB events throughout the school year as well as how we can help them with their events similar to how we did for Winter Wonderland and the S.P.E.A.K. event last year.

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

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.

SPB Strategic Initiative 4: Ensure and safeguard the budgetary needs/success of the Student Program Board to further increase student satisfaction with campus life.
- Action Step 1: Develop a 5-year tactical plan for calculated growth of the SPB budget and services, which will offer UH students the best programmed entertainment in the state of Texas.
  - o **Status: Not Achieved** – Student fees are our source of funding, so any growth is done through our yearly presentations to the SFAC and their recommendations. We understand that SFAC has many factors to consider when distributing money and cannot always grant all of our budget increase request. Therefore at this time we have no plan for increasing SPB budget since we cannot have a set 5-year budget plan in place with no knowledge of future budgets.
- Action Step 2: Maintain up-to-date research and benchmarked information from our peer institutions to gauge our service against those of our competition.
  - o **Status: Achieved/Ongoing-** SPB has reached out to different Texas schools to benchmark and compare. SPB strives to bring Tier One events to campus, and based on our comparison to similar universities, we believe that with a higher budget, we could bring similar levels of prestigious programming to the University of Houston.

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

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.

SPB Strategic Initiative 5: Increase the visibility of SPB with the Houston community and within affiliated professional organizations as well.

- Action Step 1: Establish large scale events that attract local media, which includes Houston news outlets.
    - o **Status: Achieved/Ongoing** – Special Events chair is responsible for large scale events that are already established. Enhancing their events such as Winter Wonderland, Survive UH, and Spring Fest to attract local media.
- Action Step 3: Provide submissions to the NACA Regional and National awards and ACUI Regional and Annual awards for recognition of both organizational and SPB Student Leader achievements.
    - o **Status: Achieved/Ongoing** – SPB has submitted past events and website to NACA Regional and National awards including Winter Wonderland.

DSAES Strategic Initiative 4D: Establish and implement a recognition process to highlight innovative initiatives by individual staff members or departments that contribute to the ultimate utilization of human, financial, technological and physical resources.

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

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 any assessment measures used to evaluate program success. Please provide the method for collecting these data.

It is SPB's responsibility as program planners to coordinate events that will result in maximum student attendance and satisfaction. Evaluating SPB events is a crucial part of the event planning process. Through assessments, SPB is able to learn from mistakes, amend procedures for event planning, and provide more engaging events in the future. In doing so, SPB further increases student involvement and satisfaction, and this can be done through assessment. Assessment is not only essential for event planning improvements, but is useful in building teamwork. After each event, board members meet 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 Student Program Board.

SPB utilizes the following methods to evaluate the board's success in achieving our program standards:

SPB's assessment tools include, but are not limited to:
- Text surveys/polls for use during major events that require audience input
- Post-event assessments
- Facebook polls

Each Chair 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 chair's liaison. The assessment form includes attendance, total cost, cost per student, student feedback from surveys, strengths and weaknesses of the event, and improvements for future events.

SPB continues to compile attendance data collected at events that allow us to assess our marketing plan for future events. We believe that attendance at our events is the most direct form of feedback from students, with a prime example of increasing our attendance for CoogTalks from 95 students to 180 students total after taking in student feedback through after event assessments taken on iPads and sent out via GoogleDoc links after the event on social media. Some recommendations included advertising better and adding actual TED Talks videos for viewers, which we strived for in the second rendition.

During the summer, the VPMA reviews SPB's event evaluations and surveys within the scope of the Division of Student Affairs assessment goals. With the help of the Advisor, we currently have an assessment plan and execution strategy in which we send out post event assessments through Get Involved, Facebook, and directly after the event. Surveys created by the VPMA help shape future SPB events.

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 Ledger 3 Fund Equity balance, please describe the conditions which caused the fund balance.

SFAC granted a $100,000 concert pool to be used by the Student Program Board, the Homecoming Board, and Frontier Fiesta Board. Through this pool, SPB has coordinated a Homecoming concert this year bringing Nico & Vinz to the university. The hope is to provide students with a memorable concert experience on campus instead of having to leave campus.

SPB ended FY16 with $9,072.83 in Fund Equity. SPB was unable to purchase certain things to be paid out in FY16 due to not being able to purchase or pre-order items. Those purchases included $4,797 in marketing for various SPB events such as Game Nights, Survive UH, UH Clue, Mr. UH, Winter Wonderland, and SPB Cinema screenings, as well as $1,900 in reservation fees for events including Mr. UH, several SPB Cinema screenings, and the annual SPB Banquet. Another aspect that was not able to be funded was our membership T-shirts due to a long approval process, which was $920.00.

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.) you implemented to accomplish your stated initiative.

SPB Strategic Initiative 1: Develop a review process for the goals and mission of the organization as it grows, in order to create an identity that better caters to the needs of the student population.
> Action Steps:
> - To review and update the SPB Mission Statement and goals once every two years.
> - Solicit program ideas from current students in order to better serve the student population and their needs.
> - Have a designated period of reflection every semester to determine what students liked and disliked about SPB events throughout said semester.

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

SPB Strategic Initiative 2: Foster sustainable leadership development of SPB board and members.
> Action Steps:
> - Encourage members to participate in Center for Student Involvement Leadership series such as SOLAR, Ignite, etc.
> - Provide members development aspects through general meetings throughout the year.

DSAES Strategic Initiative 1C: Develop a multi-year co-curricular leadership experience for students utilizing the concepts of leadership theory and self-discover in partnership with the Division of Academic Affairs.

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

DSAES Strategic Initiative 4C: Establish and implement a series of reporting procedures for the purpose of demonstrating measurable outcomes and data to demonstrate a collective contribution to student success.

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.

SPB Strategic Initiative 3: Become a recognized program board, and maintain the reputation throughout.
> Action Steps:
> - Submit events and aspects of organizations to NACA regionals, nationals, and ACUI competitions.

SPB Strategic Initiative 4: Create spaces that help encourage the diverse population of University of Houston become more engaged in the campus community.
> Action Steps:
> - Plan and execute a minimum of 6 cultural events per semester, in collaboration with CDI and CEO to showcase the many diverse cultures throughout campus.

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

SPB Strategic Initiative 5: Cultivate a culture of collaboration throughout campus to maximize resources and budget.

    Action Steps:

- Reach out and collaborate with at least two new departments/organizations each semester.
- Work with University Advancement to develop and implement systems to acquire event sponsors.
- Connect to the local Houston communities and search for opportunities for collaboration.

DSAES Strategic Initiative 2E: Provide the highest quality customer service experience utilizing technology, training, and resources to improve user satisfaction.

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.

The Student Program Board believes the funding sources below greatly allow for better opportunities to plan more events by contributing to our overall programming expenses. SPB has and will continue to explore new ways to effectively utilize the organization's budget, while providing high quality events for the student population.

1. SPB Cinema has partnered with several marketing and movie distribution companies including Allied THA, Fox Entertainment, NBC Universal, Moroch, and Cross Culture Marketing Group. These companies provide free advanced screening of movies for students before they are released to the general public. SPB works with these companies to screen movies on campus, while they provide an encoded DCP copy of the film, payment for reservation, marketing, and security. SPB will continue to search for new opportunities to premiere movies with the success of past showings including *Neighbors, The Visit,* and *Trainwreck.*
2. SPB Cinema has also continued the partnership with Coca-Cola, who provides the opportunity to show Coke Free movies throughout the school year. Coca-Cola, through Auxiliary Services, sponsors the event and covers the cost of movies, marketing, and reservation. Movies range from $350.00 to $1400.00 each, and Coca-Cola will cover all costs up to $10,000.00 for the entire school year. SPB shows three to four Coke Free movies per semester under this sponsorship.
3. Another additional source of revenue includes SPB's trips to Six Flags and the Renaissance Festival, planned by the Social Media and Programming Chair. Students are asked to pay $15.00 to $25.00 to subsidize additional expenses. These fees help to decrease the cost of these trips off campus.
4. SPB also collaborates with several other fee-funded organizations including SVN (Winter Wonderland), CEO (Kevin Yee, Winter Wonderland, Renaissance Festival), Coog Radio (Wave Rave), The Cougar, Frontier Fiesta (Rae Sremmurd), Homecoming (Lupe Fiasco and Wale, HC Concert 2016), and SGA (Glow Party).
5. SPB also looks towards departments for collaboration such as Athletics (tailgating), Center for Diversity and Inclusion (Game Nights), the Campus Recreation and Wellness Center (Haunted House), and Center for Student Involvement (Infrared Nights). Other collaborations include SMART Cougars, and Take Back the Night with the Women's Resource Center.

8. Please describe 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.