UNIVERSITY of
HOUSTON
CENTER FOR STUDENT INVOLVEMENT

CENTER FOR STUDENT INVOLVEMENT

Program Questionnaire for FY 2019 – 2020

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.
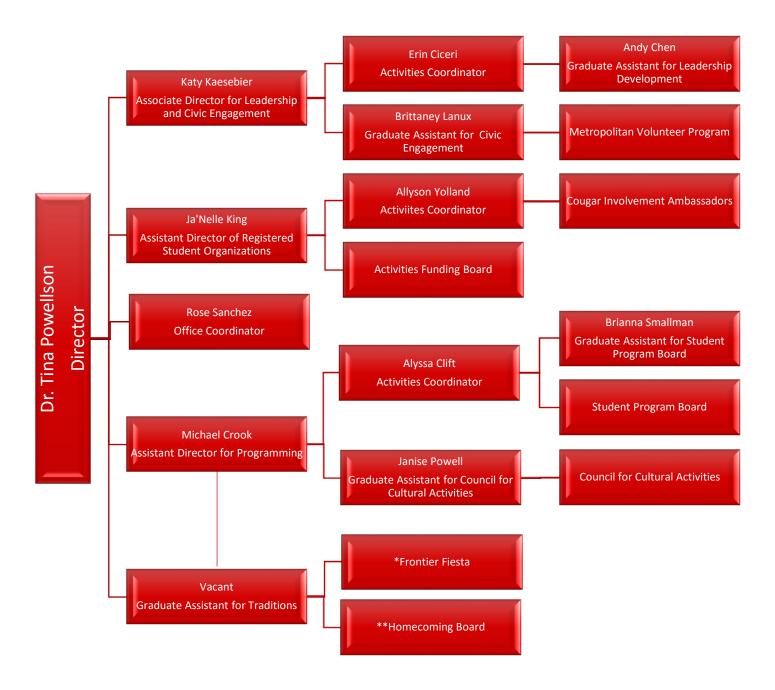
Mission
The Center for Student Involvement (CSI) creates an inclusive and accessible environment that provides meaningful and diverse learning and involvement opportunities to impact student success. Students will gain a sense of self and strong leadership skills, while becoming responsible and engaged citizens in their community.

The Center for Student Involvement achieves its mission by: coordinating six fee funded organizations that provide campus events and student-led programming initiatives; providing support, guidance and management for the University of Houston's 500+ registered student organizations; campus-wide leadership and civic engagement centered on synergistic partnerships within campus, local and global community.

The Center for Student Involvement is positioned to have a significant positive influence on the university culture through our programs and services. CSI will create a path for involvement that connects students to campus by serving as a campus resource and "first stop" for a student's involvement journey. The Center will also design self-discovery and competency development opportunities for students. The department works collaboratively with campus and community partners to provide a variety of programs. In addition, CSI will provide a platform to engage students in experiential learning, while supporting them to craft their own experience as they pursue their passions and interests.

To keep pace with the growth of our student population, we are requesting FY19 and FY20 One Time Funds to continue to improve and create programs and services that will assist in creating a greater variety of student involvement initiatives that focus on the development of a vibrant campus life.

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.

Dr. Tina Powellson
Director

Katy Kaesebier
Associate Director for Leadership and Civic Engagement

Erin Ciceri
Activities Coordinator

Andy Chen
Graduate Assistant for Leadership Development

Brittaney Lanux
Graduate Assistant for Civic Engagement

Metropolitan Volunteer Program

Ja'Nelle King
Assistant Director of Registered Student Organizations

Allyson Yolland
Activiites Coordinator

Cougar Involvement Ambassadors

Activities Funding Board

Rose Sanchez
Office Coordinator

Alyssa Clift
Activities Coordinator

Brianna Smallman
Graduate Assistant for Student Program Board

Student Program Board

Michael Crook
Assistant Director for Programming

Janise Powell
Graduate Assistant for Council for Cultural Activities

Council for Cultural Activities

Vacant
Graduate Assistant for Traditions

*Frontier Fiesta

**Homecoming Board

*Advised by Michael Crook
**Advised by Dr. Tina Powellson

Question #3
List your unit's strategic initiatives and action steps identified for the 2017-2018 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.

CSI Strategic Initiative #1: Implement a multi-year co-curricular leadership experience for students and provide a greater variety of civic engagement opportunities.
   Action Steps 2017-2018:
- Create a community service campaign, such as CoogsGive Fridays, to engage campus in giving back to the city of Houston.
   Partially Accomplished: The CoogsGive Fridays campaign was piloted with the DSAES Student Life staff this year. The participation was lower than expected, so staff is exploring new marketing ideas and options to increase engagement for staff and students during FY19.

- With Ignite as the signature leadership program, continue to increase the number of thematic leadership programs with campus partners to provide a multi-year customizable leadership experience.
   Accomplished: Two new leadership programs launched during FY18. The Affirm LGBTQ Ally Leadership Program is a collaboration with the LGBTQ Resource Center. This program focuses on leadership opportunities to help students become stronger leaders and allies for and within the LGBTQ community. During the first year, two students completed the program and were recognized at the Campus Leaders Ceremony. Source of Strength (SOS), a collaboration with Cougars in Recovery, also launched during FY18. SOS provides a cohort-based mentorship program for students who are in recovery from alcohol, drugs, or other addictions. Of the 42 students that Cougars in Recovery currently supports, 7 students completed the SOS program.

- Continue to market and encourage involvement in LeadUH programs creating infrastructure and strong business processes to track and motivate participation throughout the year
   Accomplished: New marketing including both LeadUH program-wide and specific marketing for each of the LeadUH programs. A Listserv was created for LeadUH programs that allowed for more consistent reminders throughout the year, tailored to each program based on the schedule. The stronger infrastructure for LeadUH contributed to a 104% increase in the number of students completing a program from 23 in FY17 to 47 in FY18.

- Increase the number of Alternative Breaks trips from three to four, as feasible with existing budget, to increase exposure to different cultures, regions, and social issues.
   Changed: Due to not receiving funding from SFAC for the Alternative Service Break program, this goal was not feasible for FY18.

   DSAES Value: Empowerment

CSI Strategic Initiative #2: Create a greater variety of student involvement opportunities through enhanced services for Registered Student Organizations.
   Action Steps 2017-2018:
- Enhance the programs and services for RSOs, including the Student Organization Leadership Advancement Retreats, networking and educational opportunities, and resources and programs for Advisors.

Accomplished: The RSO Area has made changes to the programs and services offered by revamping the SOLAR retreat and including new content for students. 100% of participants rated the opportunities for engagement at the Fall retreat as very good or excellent. The RSO area added additional interactive components to the Spring workshops offered for Student Organizations. A survey went out to advisors during the summer and results will be used to curate new topics for Advisor digital content, newsletters, and to create an Advisor Bootcamp in Spring 2019.

- Continue to develop Cougar Involvement Ambassadors as peer facilitators.
  Accomplished: The Cougar Involvement Ambassadors are adjusting to new responsibilities, including co-facilitating SOLD sessions. Cougar Involvement Ambassadors successfully co-facilitated SOLD sessions in the Fall and Spring of the 17-18 academic year. At the end of the year they completed a self-assessment which demonstrated an increase in their skills over the course of the academic year. Training for facilitation will continue into the 18-19 academic year.

- Develop customized educational experiences for RSO officers.
  Changed: Due to the removal of category requirements in 2018, we have decided to return to the original educational offerings we used with SOLD as a component of LeadUH. In the Fall of 2018, we will offer additional SOLD sessions on new topics for the experienced student leader and explore the opportunities to develop position based tracks.

DSAES Value: Innovation

CSI Strategic Initiative #3: Implement a variety of student involvement initiatives that support the development of a vibrant campus life.
    Action Steps 2017-2018:
- Expand/enhance the series of large scale Friday night programs utilizing the new Student Center, infraRED nights program.
  Accomplished: During FY18, there were five InfraRED events with a total attendance of 1,690. InfraRED Nights partnered with the Student Centers to host an expanded InfraRED event in April 2018 (InfraRED: Beyond the Big Top) that used the full second floor of the Student Center South.

- Expand collaborative diversity programming with faculty and departments, including integration into registered student organization programs, LeadUH, ServeUH, and advisement of fee-funded student organizations.
  Accomplished: As part of the process to register a student organization, 2/3 top officers are now required to attend an Exploring Diversity workshop hosted by the Center for Diversity and Inclusion (CDI). Also in collaboration with CDI, the fee-funded student organization leaders have been matched with a staff member from CDI to complete a diversity & inclusion plan for their organization. LeadUH launched two new programs, Affirm (with the LGBTQ Resource Center) and Source of Strength (with Cougars in Recovery) that provide a broader scope of diversity and leadership programs. ServeUH joined with the Women & Gender Resource Center, Student Centers, and Modern Abolitionist Coalition to host the inaugural End It event during the spring. End It was designed to spread awareness about ending human trafficking in our local community.

- Launch the Scarlet Seals of Excellence program measure and gauge co-curricular learning based on competencies.
  Accomplished: During FY18, there was a full launch of the Scarlet Seals of Excellence that included digital marketing and campus-wide messaging to share this opportunity with students. This year, 11 students earned 27 seals.

DSAES Value: Innovation

CSI Strategic Initiative #4: Capitalize on resources, strategic partnerships and a culture of innovation that enhances the student experience.

Action Steps 2017-2018:

- Refine stakeholder involvement in all fee-funded organizations (alumni, campus departments, etc.) through regular meetings, mentor program, or other social activities.
  Partially Accomplished: We have compiled a comprehensive list of previous stipend student leaders dating back to FY13 for each of the fee-funded organizations. We will be distributing a survey during Fall 2018 to identify the areas in which our alumni would like to be engaged, and will determine our next steps for each organization based on the feedback we receive.

- Explore potential sponsorships and development opportunities for fee-funded organizations with trainings and corporate entities.
  Partially Accomplished: For Frontier Fiesta, this goal has been accomplished. The group currently partners with University Advancement to support the program. Also, Frontier Fiesta has a dedicated stipend student leader position for Development that raises $30,000+ each year. The Student Program Board (SPB) is in the process of developing a sponsorship packet, with the goal of gaining sponsorships for major programs. During FY18, SPB secured two sponsorships for the Scarlet Screen series. For the remaining fee-funded organizations, we are having conversations with advisors to determine if this goal is both relevant and necessary for the success of each group.

- Develop an academic liaison program to create partnerships and allies among academic units with the co-curricular experience.
  Partially Accomplished: A comprehensive list has been compiled with at least one faculty or staff member from each academic department that has relevant experience. While this program was initially intended to be for the Center for Student Involvement, we are now expanding to incorporate multiple departments from the Student Life area.

DSAES Value: Collaboration

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. If available, please provide program benchmarking data from comparable institutions.

Registered Student Organizations

Activities	FY12	FY13	FY14	FY15	FY16	FY17	FY18
Registered Student Organizations	565	486	439	476	507	515	499
Event Registrations	548	771	1,138	1,232	2,356	3,829	3,608
Organization Orientations	5 December 11/Jan. 12 10 Summer 2012	23 sessions 721 students attended	25 sessions 608 students attended	**Throughout the year:** 88 sessions, 715 students **Annual registration:** 14 sessions, 798 students	25 Sessions 1,158 students	32 Sessions 1,240 students	29 sessions 1,128 students
Organization Fairs	2011 Cat's Back: 146 January Org Fair: 94 orgs 2012	2012 Fall Cat's Back:141 August Organizations Fair:82 2013 spring Cat's Back: 89	2013 Fall Cat's Back: 155 2014 spring Cat's Back: 73	2014 Fall Cat's Back: 153 2015 Spring Cat's Back: 120	2015 Fall Cat's Back: 135 2016 Spring Cat's Back: 151	2016 Fall Cat's Back: 163 2017 Spring Cat's Back: 135	2017 Fall Cat's Back: 168 2018 Spring Cat's Back: 128
Risk Management Training	N/A	21 Sessions, 1,354 students attended	49 sessions 1,315 students attended	**Throughout the year:** 88 sessions, 1,430 students **Annual registration:** 14 sessions, 627 students	22 Sessions 1,277 Students	32 Sessions 1,169 Students	31 sessions 1,053 students
Student Org Leadership Advancement Retreat	N/A	N/A	N/A	Fall: 104 Spring: 59	Fall: 30* Spring: 14	Fall: 58 Spring: 63	Fall: 39 Spring: 43
Cougar Connection Series	N/A	N/A	N/A	165 (3 sessions)	Fall: 21 Spring: 48	Fall: 63 Spring: 120	Fall: 50 Spring: 65
SOLD Workshops	N/A	N/A	N/A	N/A	19	24	25
Website:	36,698	61,856	40.697	75,915	78,828	105,454	94,573

Unique Page views							
Page views	177,041	117,750	88,480	105,102	108,994	148,508	135,908

Fee Funded Organization Programs & Events

Organization	Events FY14	Attendance	Events FY15	Attendance	Events FY16	Attendance	Events FY17	Attendance	Events FY18	Attendance
Council for Cultural Activities	59	26,915	56	31,744	67	34,697	3*	1,945	5	3,298
Student Program Board	87	43,855	94	43,971	77	39,313	104	23,183**	77	18,900
Frontier Fiesta	1	Thurs: 6,235 Friday: 10,587 Sat: 6,103 Total: 22,925	1	Thurs: 3,727 Fri: 7,695 Sat: 18,586 Total: 30,008	1	Thurs: 7,155 Fri: 5,214 Sat: 15,830 Total: 28,199	1	Thurs: 3,389 Fri: 5,857 Sat: 13,595 Total: 22,841	1	Thurs: 4,024 Fri: 4,698 Sat: 9,556 Total: 18,278
Metropolitan Volunteer Program	73	1,883	85	4,118	102	4,077	118	4,118	104	3,441
Cougar Nights/N&W programs	11	2,934	5	2,527	n/a	n/a	n/a	n/a	n/a	n/a
infraRED nights	N/A	N/A	1	750	5	1,137	5	1,735	5	1,690
Homecoming	13	7,556	8	7,424	10	6,737	10	5,088	9	5,070

*CCA, formally known as CEO, was restructured to reduce the number of programs.
**SPB attendance shows a significant decrease in attendance as card swiping was used to track attendance for more accurate numbers at Winter Wonderland, rather than clicker counts.
***The first infraRED night of the year was rescheduled due to Tropical Storm Harvey.

Leadership and Civic Engagement Events

Event	FY12	FY13	FY14	FY15	FY16	FY17	FY18
Catalyst Leadership Institution	N/A	N/A	N/A	N/A	N/A	45	42
Community Action Breaks	N/A	58	68	91 total/ 46 unique	24	N/A	N/A
MLK Day of Service	N/A	N/A	132	455	260	260	165
WOW Day of Service	N/A	N/A	N/A	82	92	160	71*
Alternative Service Break	N/A	N/A	N/A	N/A	47	50	N/A
Ignite Leadership Program – Fall	N/A	N/A	29	41	63	76	78
Ignite Leadership Program – Spring	N/A	41	40	43	41	49	48

LeadUH Completion	N/A	N/A	N/A	N/A	LeadWell: 1 CoogCareers: 1 SOLD: 1	LeadWell: 1 CoogCareers: 13 SOLD: 6 RISE: 3	LeadWell: 3 CoogCareers: 18 SOLD: 6 RISE: 12 Affirm: 2 SOS: 6
Number of Volunteer Service Hours (Get Involved)	N/A	N/A	409	374	522	10,560	15,605
President's Volunteer Service Award Recipients	N/A	N/A	N/A	Gold: 2 Silver: 1 Bronze: 11	Gold: 7 Silver: 5 Bronze: 11	Gold: 1 Silver: 3 Bronze: 35	Gold: 7 Silver: 2 Bronze: 24

Event was rescheduled and held immediately following Tropical Storm Harvey.

Assessment Action Steps

1. **Alternative Service Breaks–** This assessment goal changed. Due to not receiving funding from SFAC, we were unable to implement the Alternative Service Break program this year.

2. **Cougar Involvement Ambassadors** – Students were able to do a mock facilitation and given feedback by their peers in the fall. Students were also given feedback by their supervisor in December during Performance evaluations. In the spring, students completed a self- evaluation on their facilitation skills, and each had the opportunity to facilitate an actual workshop with a follow up evaluation by their supervisor. Based on the evaluations, during the upcoming year we will focus on preparation and rehearsal before facilitation opportunities.

3. **Stipend Student Leadership Program –** Stipend student leaders completed a 360 evaluation for themselves and each of the peer leaders in their organization based on their performance during the fall semester. The advisors had a one on one with each leader to debrief the findings and identify areas of growth. Through this process we found that students had an inflated sense of their competency levels. Based on the data and feedback, we will be adjusting the Stipend Student Leadership program for FY19. It will be based on the Hudson Leadership Model, which was introduced in-depth during the Executive Leadership Retreat. Monthly discussions will allow us to continue focus on the students' leadership development in a way that better fits their needs and creates a more comprehensive leadership experience.

Benchmarking

Student Activities offices are structured in a variety of ways within the state of Texas. Below is benchmarking data that was shared by colleagues. Aside from Texas A&M University, no other university houses all four areas in Student Activities. Many areas are supported in different departments such Housing, Dean of Students, Student Union, or are standalone departments. This makes it challenging to make direct comparisons between University of Houston and benchmarked universities.

University	Areas	Budget (excluding salaries)	Staff
University of Houston	Leadership, Civic Engagement, RSO, Programming	$142,916	8 full time staff 5 graduate assistants
Texas A&M University, College Station	Leadership, Service, RSO, Campus Engagement/Traditions	*$106,365 (unable to obtain full budget)	14 full time staff 6 graduate assistants
Texas Tech University	Only Programming (all other areas are within other departments)	$323,433	5 full time staff 7 part-time staff
Texas State University	Civic Engagement, RSO, Campus Programming/Traditions, Leadership	$256,872	11 full time staff 7 graduate assistants
University of Texas, Austin	Only RSO (all other areas are within other departments)	$105,618	5 full time staff 4 graduate assistants

Question #5
Please discuss any budget or organizational changes experienced since your last (FY2019) 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.

The Center for Student Involvement has not had any significant budget or organizational changes.

Question #6
If you unit concluded FY2018 with a Student Service Fee (SSF) Fund 3 addition to the SSF Reserve in excess of $5,000, please describe the conditions which caused the addition and provide a line-item identification of the budgetary source(s) of the addition (i.e. lapsed salary, conference travel, etc.).

Center for Student Involvement is returning $51,482 to the Student Fees Advisory Committee. During FY18, several staffing adjustments were made in order maximize the productivity the team, due to unfilled full time positions.

- Activities Coordinator for Registered Student Organizations was unfilled for 10 months. A temporary position was hired in January at a reduced salary rate.
- Two graduate positions were unfilled for 3-6 months due to new full-time opportunities they were afforded.

In addition, as events were planned for Weeks of Welcome, purchases were made past designated deadlines from Business Services. This resulted in these expenses hitting FY19, rather than FY18 as expected.

Question #7
Please list your 2019-2020 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.

CSI Strategic Initiative #1: Implement a multi-year co-curricular leadership experience for students and provide a greater variety of civic engagement opportunities.
      Action Steps 2019-2020:
- Develop and implement a civic engagement based leadership program, housed in LeadUH
- Explore new approaches to the Weeks of Welcome and MLK Days of Service to increase attendance
- Create a framework for the Community Partner Alliance program that will further build relationships between agencies and the student population

UH Goal: 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.

DSAES Student Success 1: Engage all students to intentionally develop leadership qualities, critical thinking and communication skills, diversity competencies, and personal growth.

CSI Strategic Initiative #2: Create a greater variety of student involvement opportunities through enhanced services for Registered Student Organizations.
      Action Steps 2019-2020
- Train the Cougar Involvement Ambassadors to be category specialists to create a liaison experience for registered student organizations
- Explore the option of offering Student Organization Leadership Development trainings online or in a hybrid format incorporating web-based and face-to-face workshops
- Create leadership workshop tracks of educational sessions based on various student leader positions

UH Goal: 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.

DSAES Student Success 3: Foster the holistic well-being of all students through coordinated, intentional services and processes.

CSI Strategic Initiative #3: Implement a variety of student involvement initiatives that support the development of a vibrant campus life.
      Action Steps 2019-2020:
- Develop a framework to incorporate students into the infraRED planning committee
- Continue to market and expand the Scarlet Seals of Excellence program to measure and gauge co-curricular learning based on competencies
- Engage in benchmarking and redevelopment of the marketing and engagement strategy of the Campus Leadership Ceremony to elevate the profile of the event

UH Goal: 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.

DSAES Resources 1: Evaluate resources to identify opportunities for efficiency, improvement, and transformation.

CSI Strategic Initiative #4: Capitalize on resources, strategic partnerships and a culture of innovation that enhances the student experience
> **Action Steps 2019-2020:**
- Customize stakeholder involvement for each fee-funded organization, including mentors and alumni.
- Develop trainings and resources for fee-funded organizations focused on best practices with sponsorships and development opportunities
- Refine the academic liaison program to create partnerships and allies among academic units with the co-curricular experience

UH Goal: 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.

DSAES Partnerships 2: Enhance students' educational experience by expanding partnerships with academic affairs.

DSAES Partnerships 5: Promote alumni engagement and support for division initiatives in cooperation with Advancement.

Question #8
Recognizing that the potential to generate additional Student Service Fee income for FY2020 base funding is extremely limited and recognizing that it is likely that some units will not be allocated the new base budget and/or one-time funds requested. Please provide a narrative of how your unit would accommodate a reduction of 5% in your total FY2020 base Student Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made.

A cut of 5% of the budget received from SFAC, would be $44,352.50. This amount would drastically impact the number of programs, services, and resources provided to students, registered student organizations and advisors. In order to make this accommodation, the following programs would be eliminated:

- All LeadUH partnership programs would not be supported. These include RISE Diversity Leadership Program, Empower Women's Leadership Conference, LeadWell Leadership Program, CoogCareers Leadership Program, Affirm Leadership Program, and SOS Mentor Program. ($5,100.00)
- InfraRED nights program would be reduced to two events per year, one per semester. ($17,500)
- SOLAR (Student Organization Leadership Advancement Retreat) based on StrengthsQuest would be eliminated, along with the educational workshops of SOLD, Cougar Connections, and RSO Advisor programs. ($21,752.50)

Question #9
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.

Currently the Center for Student Involvement receives its funding from the Student Fee Advisory Committee from student activity fee dollars. The Center is working with the Division of Student Affairs and Enrollment Services to identify development funding sources for Leadership and Civic Engagement, RSO educational opportunities, and to support campus traditions including Homecoming and Frontier Fiesta.

For the Campus Leaders Reception, the Center for Student Involvement received an endowed leadership scholarship for $1,000 annually. The Michael and Lisa Sachs Scholarship is awarded to an undergraduate student enrolled at the University of Houston who is actively participating in a role within a co-curricular activity or student organization. This scholarship recognizes highly motivated UH students, exhibiting leadership qualities and campus involvement, to assist them in attaining their educational goals.

Question #10
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 some overlap between the services that the Center for Student Involvement offers to registered student organizations and the work of several of our academic colleges. There is overlap in coordinating fee funded organizations as the Center for Student Media coordinates The Cougar, Student Video Network, and Coog Radio and the advising of Student Government Association. However, no other department on campus provides leadership and civic engagement opportunities for all students, programming, coordinating fee funded organizations, and a suite of services for registered student organizations.