

STUDENT PROGRAM BOARD

SFAC FY20 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.**

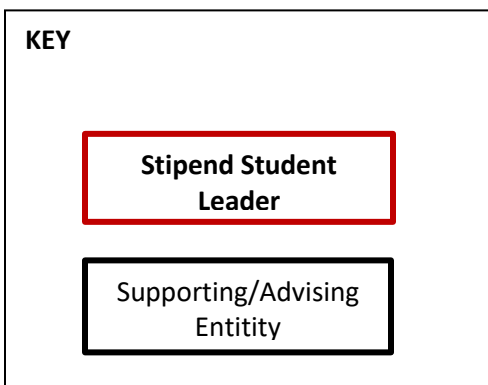
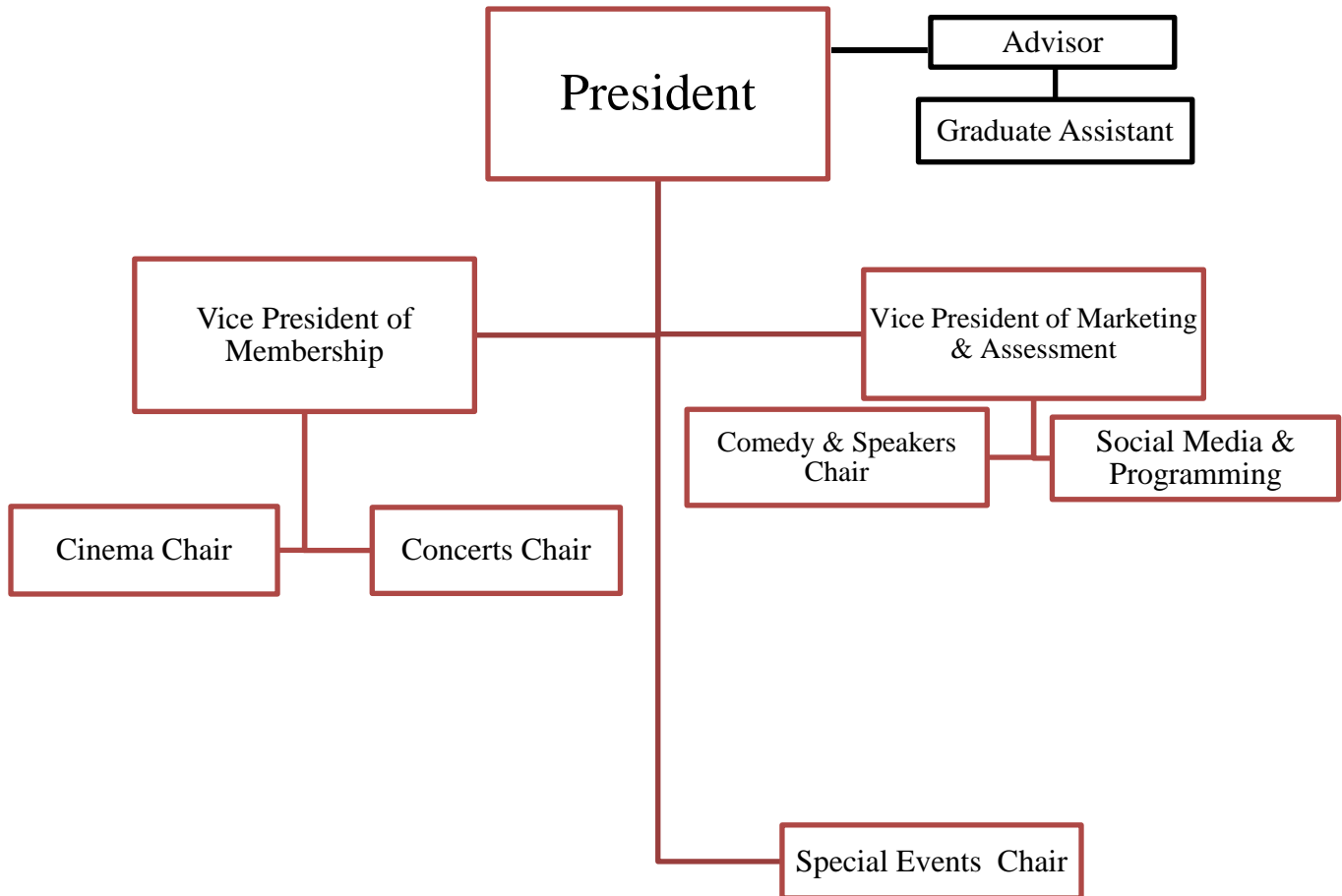
The Student Program Board is the University of Houston's premier fee-funded programming organization. Our mission is to enhance the student experience at the University of Houston and contribute to student development by providing inclusive programs that appeal to a diverse community of students. The Student Program Board exists to create programs with social, cultural, and intellectual aspects for the student body throughout the year in which all students are encouraged to attend. We host an average of 90 events per year for the students on campus and provide an escape from stresses in their everyday life. Our events provide access for students to enjoy social interaction and entertainment right here on campus.

In the 2017-2018 year, we programmed a variety of events to enhance the student's experience at the University of Houston and received tremendous success. In terms of Committee Chair events, we saw an average cost per student of \$9.64 for 80 events. About 12,000 unique UH students attended our events throughout the year. Our hosted events had a variety of genres that ranged from cultural to social, to intellectual events. With the data to support, the Student Program Board proves to be the primary programming board on campus, giving rise to a variety of low to no cost events on campus for all students.

SPB recognizes that college campuses should stretch farther than academics and athletics, and want to create an entertaining environment here at this university. With the engaging experience that we provide, the organization wants to contribute to the students' overall commitment to the university. Furthermore, we encourage students to persist in their college career and graduate. Students who get involved on campus have been known to graduate on time, as well as having a connection to the university, which will lead to more involved alumni.

The student fee dollars allocated by SFAC directly impact the quality of our organization and programs. 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 large 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, advisor, etc.), note this on your chart. Student employees should be cited on the chart and identified as students.



**Student Program Board
2018-2019 Organizational Chart**

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 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: 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.

SPB's Strategic Initiative 1 falls under the DSAES Plan of Division Cohesion and Resources. Under the division cohesion initiatives, we connect SPB with staff communication strategies, collaborative divisional processes, and staff success to make our organization a well-identified and recognized program board. SPB's Strategic Initiative 1 also falls under the UH Goals of Community Advancement, Resource Competitiveness, and Local Recognition. We strive to make our organization recognized around campus to enhance the student experience in all aspects by utilizing our resources to accomplish our mission.

- Action Step 1: To review and update the SPB Mission Statement and goals once every two years
 - Status: Achieved/Ongoing—SPB has reviewed its mission statement and updated it accordingly for this following year. Our goals have been updated to reflect past SFAC recommendations and values of our organization. We discuss the importance of our mission statement throughout the year in board meetings, and we reference the statement in our program planning decisions.
- Action Step 2: Solicit program ideas from current students in order to better serve the student population and their needs.
 - Status: Ongoing—We are taking a number of measures to ensure we are bringing the right programs to campus. To start, we conduct surveys on social media platforms to determine what genres, themes, and ideas for events that appeal to the UH student eye the most. Second, we have planned and scheduled focus groups this fall semester to assess what events we need to bring to campus. See the Appendix for some examples of surveys.
- Action Step 3: Have a designed period of reflection every semester to determine what students liked and disliked about SPB events throughout said semester.
 - Status: Achieved/Ongoing—Every week we conduct a board meeting, where we recap all of our events that happened in the said past weeks. During this recap, we reflect on what students liked about the events and disliked by using our event surveys that was sent during that week.

SPB Strategic Initiative 2: Foster sustainable leadership development of SPB board and members.

SPB's Strategic Initiative 2 falls under the DSAES Plan of Student Success. Under the Student Success initiative, we connect SPB with the development of leadership qualities and diverse

experiences to enrich the sense of connection, belonging, and shared UH identity internally in our organization. SPB's Strategic Initiative 2 also falls under the UH Goals of Community Advancement and Student Success. We strive to develop our members and board intellectually and socially by creating an environment in which student success can be ensured.

- Action Step 1: Encourage members to participate in Center for Student Involvement Leadership series such as SOLAR, Ignite, etc.
 - Status: Not Achieved.
- Action Step 2: Provide members development aspects through general meetings throughout the year.
 - Status: Achieved/Ongoing—SPB conducts biweekly general meetings for our members to develop into leaders and potential SPB chairs. In these meetings, we conduct personality tests, invite campus speakers, and educate the members on our day-to-day tasks with SPB. We also conduct an event planning competition each year to promote activity between the members of our organization. In the past, members who participate in the event planning competition and are engaged during general meetings eventually hold a spot as a chair in The Student Program Board. Our chairs have the opportunity to develop even more leadership capabilities through conferences like the Institute for Leadership Education and Development (I-LEAD) and The National Association for Campus Activities (NACA).

SPB Strategic Initiative 3: Become a nationally recognized program board, and maintain the reputation throughout.

SPB's Strategic Initiative 3 falls under the DSAES Plan of Partnerships. Under the Partnership initiative, we connect SPB by raises the profile of the division through regional and national involvement to make our organization a well-identified and recognized program board. SPB's Strategic Initiative 3 also falls under the UH Goals of National Competitiveness and Recognition. We strive to make our organization recognized around the nation to become a recognized program board and accomplish our mission.

- Action Step 1: Submit events and aspects of organizations to NACA regional, nationals, and ACUI competitions.
 - Ongoing: We have submitted to NACA regionals our cinema program and various other aspects, however, our cinema's "Scarlet Screen" program was the only submission to win an award. We plan to attend NACA regionals again in the fall along with attending ACUI in the summer. We will continue to submit our ideas and events to these programs in hopes of becoming a nationally recognized program board.

SPB Strategic Initiative 4: Create spaces that help encourage the diverse population of University of Houston become more engaged in the campus community.

SPB's Strategic Initiative 4 falls under the DSAES Plan of Student Success and Resources. Under the Student Success and Resources initiatives, we connect SPB with diverse experiences by utilizing our resources to identify the gaps and needs of students while enriching the sense of connection, belonging, and shared UH identity among all students. SPB's Strategic Initiative 4 also falls under the UH Goals of Community Advancement, and Student Success. We strive to make our organization recognized around campus to enhance the student experience in all aspects by utilizing our resources to accomplish our mission.

- Action Step 1: Plan and execute a minimum of 6 cultural events per semester, in collaboration with CDI and CCA to showcase the many diverse cultures throughout campus.
 - Achieved/ Ongoing—We have partnered with CCA for various events, and asked CDI for assistance on some of our cultural events. In the spring, we collaborated with CCA in bringing Tai Chi lessons to campus and International Mother Language Day. We came to CDI for advice in the selection of the panel of our screening of Selma for MLK day. In the fall we partnered with the Women and Gender Resources department on campus to host Take Back the Night, an event that brings awareness to sexual harassment on college campuses. For these cultural collaborative events, we have received positive feedback for these events and our work.

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

SPB's Strategic Initiative 5 falls under the DSAES Plan of Resources and Partnerships. Under the Resources and Partnerships initiatives, we connect SPB with collaborative divisional processes to effectively utilize our resources in the organization. SPB's Strategic Initiative 5 also falls under the UH Goals of Community Advancement. We want to fulfill the needs of our organization internally and externally.

- Action Step 1: Reach out and collaborate with at least two new departments/organization each semester.
 - Status: Achieved/Ongoing—We have collaborated with a total of 55 organizations with 22 of the organizations being new collaborations. For the new collaborations, 6 of the collaborations were external, in which we partnered with Coca-Cola Ambassadors, Abercrombie and Fitch, YouTube Red, Sneaker Summit, The Levenson Group (in partner with Disney), and RECESS. The other 16 internal collaborations both consisted of campus departments and registered student organizations. Some of the internal collaborations done last year were with The Houston Hobbyist Guild, Kendo Club, Fencing Club, Sigma Kappa Sorority, NAACP, and Nourish International.
- Action Step 2: Work with University Advancement to develop and implements systems to acquire event sponsors.
 - Status: Ongoing—SPB is actively searching for ways to acquire sponsors from

different outlets. We are in talks with our alumni to assess potential ways to help sponsor SPB events, as well as creating a sponsorship packet to potential vendors and external sponsors. An external collaborator, RECESS, is assisting us in obtaining sponsors by creating an event profile for us on their website, so that their clients can have easy access to the different events we put on. We hope to gain more insight on obtaining successful sponsorships this year by surveying SPB alumni on how they would like to still be engaged with the Student Program Board.

- Action Step 3: Connect to the local Houston communities and search for opportunities for collaboration.
 - Status: Achieved/Ongoing—There were a few events in the past fiscal year that helped shed light to local Houston organizations and communities on campus. In the fall, we collaborated with Sneaker Summit, a large scale sneaker convention that is based out in Houston to create a UH event called Sneaker Expo. In the spring, we collaborated with The Food Recovery Network for the screening of *Wasted! The Story of Food Waste*, to bring awareness about food waste and the non-profits helping the city of Houston fight hunger. Second Servings of Houston came to speak about the benefits and causes of serving food waste from local Houston restaurants to people in need. SPB is proud of serving the local community by providing these organizations as a marketing outlet.

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.

It is our goal as program planners to coordinate events that will result in the maximum number of student attendance and overall positive experience for students. Assessing, internally and externally, SPB events is a crucial aspect of the pre-event and post-event planning process. Through assessments we are able to, in the future, put on even better programming by learning from our past mistakes and figuring out what we can do better the next time around for all events. By doing this, SPB is in the position to increase student involvement and experience. Assessments are not only useful for event planning improvements, but it is also a major part of encouraging teamwork, something we work toward indefinitely improving as a board. After each event, board members come together and evaluate the positives and negatives of the event hosted. With this, the board is able to constructively criticize one another and foster constructive decisions which allow room for board, personal, and event growth. SPB utilizes the following methods to evaluate the board's success in achieving our program standards:

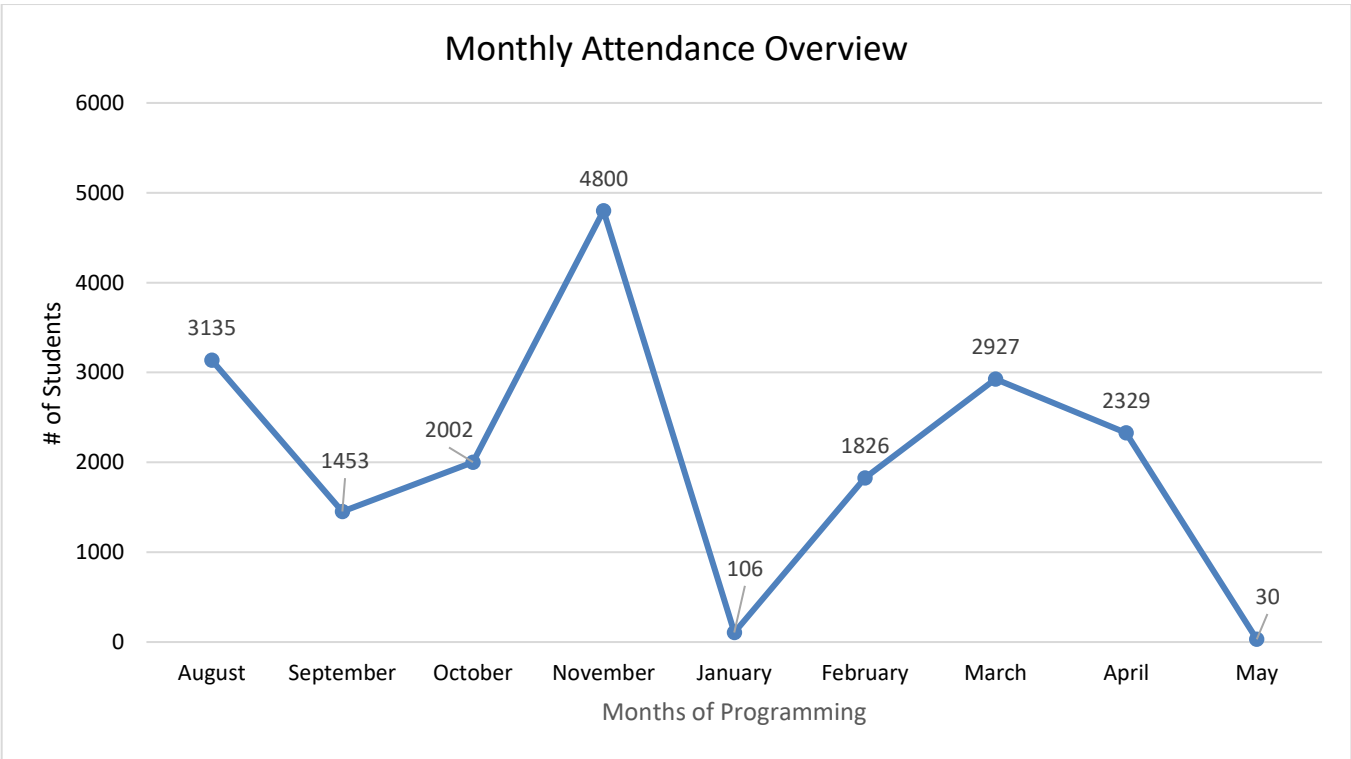
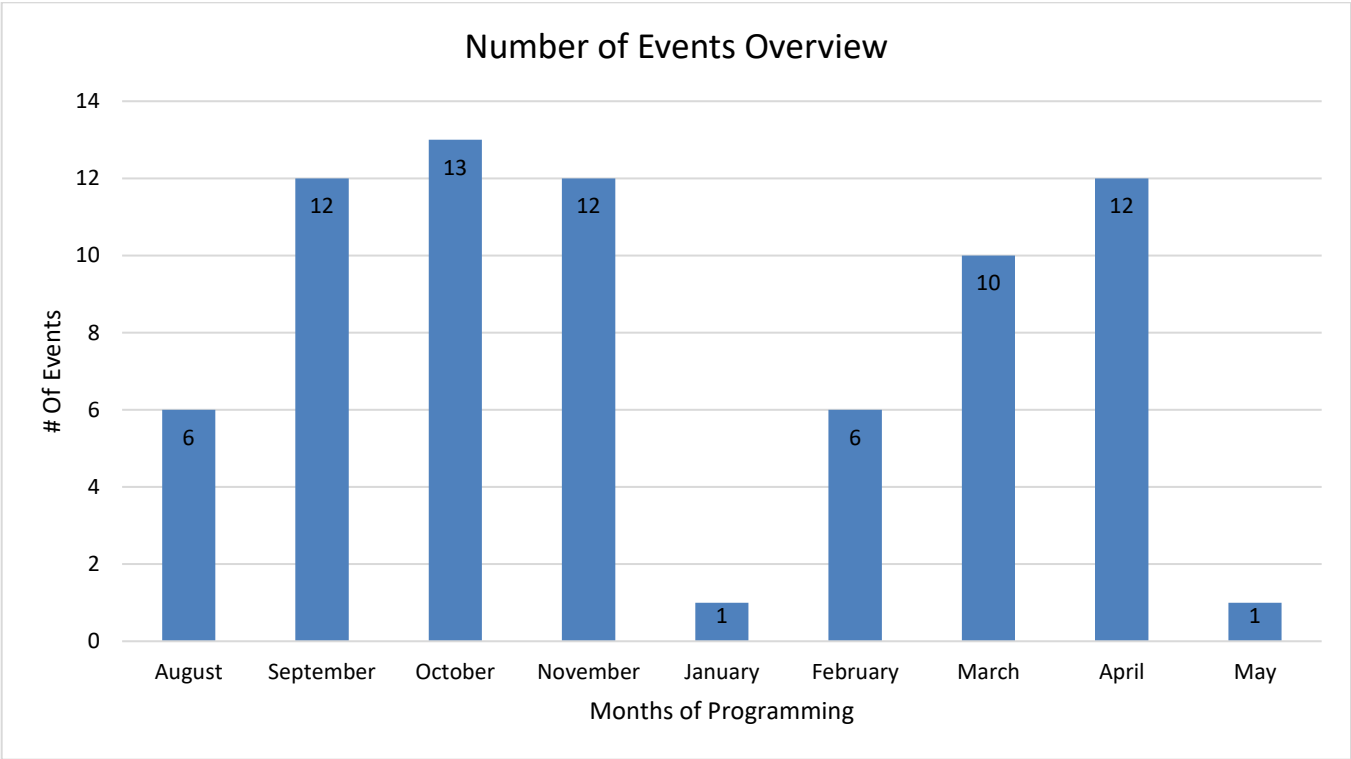
SPB's assessment tools include, but are not limited to:

- Text surveys/polls for use during major events that require audience input
- iPad/Computer for assessments/surveys utilized after an event
- Paper surveys when Wi-Fi is unavailable
- 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 later discussed with the chair's liaison. The assessment form includes attendance, total cost, cost per student, student feedback from surveys, strengths & weaknesses of the event, and improvements for future events in the same realm of the event hosted.

SPB continues attendance data collection related to assess our marketing plan. We believe that attendance at our events is the most direct form of feedback from students. For all of our events, we track attendance with the help of our "swipe-in" method which consists of students using their Cougar Cards to gain entry into our events.

Below are graphs that display the overview of events we have programmed each month as well as the tracked attendance numbers:



With these graphs, SPB is better able to assess what attendance looked like in the previous year as we strive to increase our numbers in all aspects, attendance and events, while keeping in mind quality over quantity and student’s experience above all.

During the summer, the Vice President of Marketing and Assessment (VPMA) reevaluates SPB's event evaluations and surveys within the scope of the Division of Student Affairs assessment goals. The VPMA in office uses assessments to gauge if programming encourages leadership development, diverse and inclusive environments, event coordination that keeps in mind the well-being of students, student success & experience, and an overall sense of belonging in the UH community. With the help of the advisor, we currently have an assessment plan and execution strategy in place that will help shape future SPB events.

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.

SPB did not experience any organizational changes last fiscal year; however, the Frontier Fiesta performer, Jeremih, canceled due to sickness. SPB recognizes that emergencies happen and we must be financially responsible when it comes to student fees. We have not used the money from the concert and have returned it back to SFAC.

6. If your unit concluded FY2018 with a Fund 3 addition to Fund Equity in excess of \$5,000, please describe the conditions which caused the addition and provide a lineitem identification of the budgetary source(s) of the addition (i.e. lapsed salary, conference travel, etc.).

Due to the cancellation of the Frontier Fiesta performer, we have an excess amount of \$52,000.00 that will be returned back to SFAC. The funds for the concert were solely for Frontier Fiesta, and were not spent on anything else.

7. Please list your 2019-2020 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: 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.

SPB's Strategic Initiative 1 falls under the DSAES Plan of Division Cohesion and Resources. Under the division cohesion initiatives, we connect SPB with staff communication strategies, collaborative divisional processes, and staff success to make our organization a well-identified and recognized program board. SPB's Strategic Initiative 1 also falls under the UH Goals of Community Advancement, Resource Competitiveness, and Local Recognition. We strive to make our organization recognized around campus to enhance the student experience in all aspects by utilizing our resources to accomplish our mission.

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 our events throughout said semester.
- Create and plan focus groups to assess how to better serve the student population.

Strategic Initiative 2: Foster sustainable leadership development of SPB board and members.

SPB's Strategic Initiative 2 falls under the DSAES Plan of Student Success. Under the Student Success initiative, we connect SPB with the development of leadership qualities and diverse experiences to enrich the sense of connection, belonging, and shared UH identity internally in our organization. SPB's Strategic Initiative 2 also falls under the UH Goals of Community Advancement and Student Success. We strive to develop our members and board intellectually and socially by creating an environment in which student success can be ensured.

Action Steps

- Provide members with development aspects through general meetings throughout the year, such as:
 - Teaching members known leadership models
 - Event training by holding a competition
 - Personal campus department workshops
- Hold officer positions under the committee chairs to develop members into potential chairs.

- Send members to national/regional leadership conferences, such as I- LEAD and NACA.

Strategic Initiative 3: Become a nationally renowned program board and maintain the reputation throughout.

SPB's Strategic Initiative 3 falls under the DSAES Plan of Partnerships. Under the Partnership initiative, we connect SPB by raising the profile of the division through regional and national involvement to make our organization a well-identified and recognized program board. SPB's Strategic Initiative 3 also falls under the UH Goals of National Competitiveness and Recognition. We strive to make our organization recognized around the nation to become a recognized program board and accomplish our mission.

Action Steps

- Submit events and aspects of organizations to NACA regionals, nationals, and Association of College Unions International (ACUI) competitions
- Serve as an example for programming boards to encourage their enhancement of events at their school.

Strategic Initiative 4: Create events that help unite the diverse population of the University of Houston to become more engaged in the campus community.

SPB's Strategic Initiative 4 falls under the DSAES Plan of Student Success and Resources. Under the Student Success and Resources initiatives, we connect SPB with diverse experiences by utilizing our resources to identify the gaps and needs of students while enriching the sense of connection, belonging, and shared UH identity among all students. SPB's Strategic Initiative 4 also falls under the UH Goals of Community Advancement, and Student Success. We strive to make our organization recognized around campus to enhance the student experience in all aspects by utilizing our resources to accomplish our mission.

Action Steps

- To plan and execute a minimum of 6 cultural events per semester.
- Improve former traditional events to make them more inclusive and geared toward all audiences.

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

SPB's Strategic Initiative 5 falls under the DSAES Plan of Resources and Partnerships. Under the Resources and Partnerships initiatives, we connect SPB with collaborative divisional processes to effectively utilize our resources in the organization. SPB's Strategic Initiative 5 also falls under the UH Goals of Community Advancement. We want to fulfill the needs of our organization internally and externally.

- Reach out and collaborate with at least 2 new departments/organizations throughout each semester.
- Work with University Advancement to develop and implement systems to acquire event sponsors.
- Connect to the local Houston communities by searching for opportunities of collaboration.

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.

It would be difficult to manage a five percent decrease with SPB due to the nature of previously lost sponsorships with Auxiliary Services. However, we would accommodate a five percent decrease by cutting the Special Events Chair's UH Got Talent event (\$1,500) and our budgets of Comedy & Speakers and Trips both by \$1,000. In place of UH Got Talent, we could supplement with additional opportunities to highlight student talents at other events throughout the year. In addition, we would not send our chairs to I-LEAD, a national leadership institute that takes place in the summer. I-LEAD is beneficial to our chairs for leadership and student development, however, this institute costs us \$5,000 annually. If necessary, we could substitute it with resources that provide leadership development and workshops through various departments on campus.

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.

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 stretch our budget, while providing the highest quality events for the student population on the University of Houston campus.

1. Through SPB Cinema, we have partnered with several marketing and movie distribution companies including Allied THA, Fox Entertainment, RECESS, Hogan Communications, 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. We work with these companies to show these 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 *GET OUT*, *The Visit*, and *Justice League*. We also premiered TV series *Birth of a Nation* and *Ash vs. Evil Dead* in the past years.
2. Another additional source of revenue includes trips to events and places in the Houston area planned by our Social Media and Programming Chair. Students are asked to pay \$5.00 to \$25.00 to subsidize additional expenses. These fees help us decrease the cost of these trips off campus.
3. SPB also utilizes collaboration through several other fee-funded organizations including SVN, CCA (Kevin Yee, Tai Chi, Renaissance Festival), Coog Radio (Wave Rave), The Cougar, Frontier Fiesta (Rae Sremmurd, Jeremih's Band), Homecoming (Slim Thug and Mike Jones, HC Concert 2017), and SGA (Glow Party and possible others).
4. SPB also looks towards departments for collaboration such as Athletics, Center for Diversity and Inclusion, LGBTQ Resource Center, the Campus Recreation and Wellness Center (Haunted House and Movies), and Center for Student Involvement (Infrared Nights). Other collaborations include SMART Cougars, and Take Back the Night with the Women's Resource Center
5. In collaboration with RECESS, we have created a sponsorship profile through their website, RECESS Playground for our large-scale events. RECESS does our job of reaching out to potential sponsors that would like to come to these events and all we are needed to do is accept/reject the offer on our end.

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 currently no overlap with other organizations.