

# UNIVERSITY of HOUSTON

CENTER FOR STUDENT INVOLVEMENT



**Program Questionnaire for FY 2020 - 2021**

## **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.

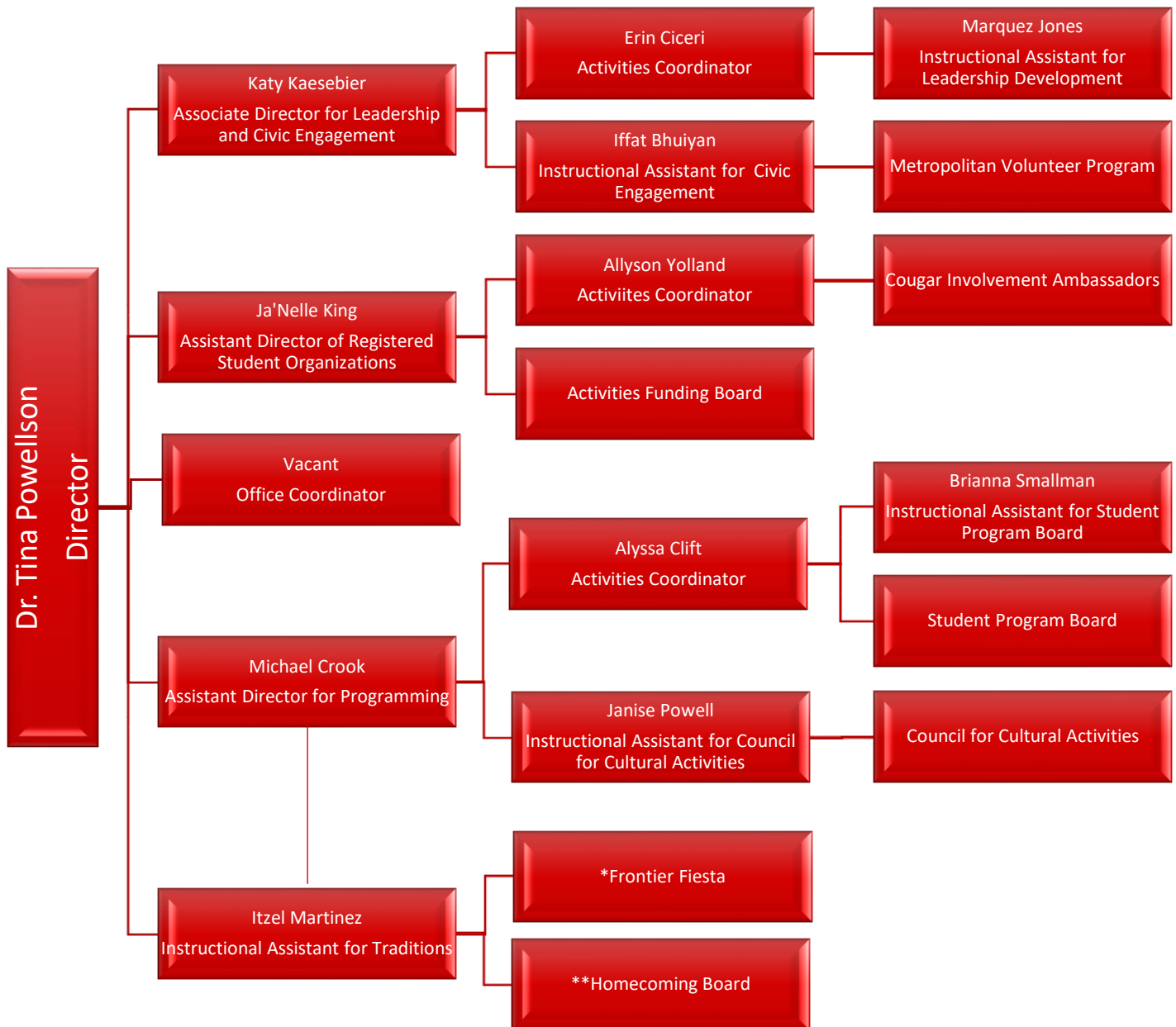
The Center for Student Involvement achieves its mission by: coordinating six fee funded organizations that provide campus events and student-led programming initiatives; providing support, guidance and management for the University of Houston's 500+ registered student organizations; campus-wide leadership 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 FY20 and FY21 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.**



\*Advised by Michael Crook

\*\*Advised by Dr. Tina Powellson

### Question #3

List your unit's strategic initiatives and action steps identified for the 2018-2019 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 2018-2019:**

- Develop and implement a system-wide student leadership conference that uses a theoretical Framework.  
*Changed: Due to funding and a shift in the strategic vision for new programs, we are not moving forward with this initiative at this point in time.*
- Create a training resource hub through the department that includes various facilitations including Clifton Strengths, teambuilding, and leadership development workshops.  
*Accomplished: A database has been compiled of available trainings and workshops to share when departments request a leadership development workshop for their students. We will continue to grow this database and expand our offerings with new offerings that support student development.*
- Continue to expand CoogsGive initiatives, monthly drive such as canned food, to expand to a broader audience across campus to impact the city of Houston.  
*Accomplished: The Coogs Give Friday program has evolved to focus on offering on-campus service opportunities for faculty and staff. Through this program, CSI hosted 4 events with a total attendance of 76 faculty and staff volunteers from across campus. Volunteers made peanut butter and jelly sandwiches and fleece blankets for the Star of Hope, dog toys for BARC animal shelter, and number flashcards for Yellowstone Academy.*
- Create a Community Partner Alliance to provide resources and build relationships between agencies around common social issues  
*In progress: We have benchmarked peer institutions and found no similar programs to our proposed Community Partner Alliance. We have initiated conversations with community partners to determine their needs and how this program can best support them, as well as fulfill the mission of the University of Houston and the Center for Student Involvement.*

*UH Goal: Student Success*

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

*DSAES Partnerships 3: Create opportunities for our students by developing initiatives that support our neighboring communities.*

**CSI Strategic Initiative #2: Create a greater variety of student involvement opportunities through enhanced services for Registered Student Organizations.**

#### **Action Steps 2018-2019:**

- Continue to develop the Cougar Involvement Ambassadors as peer facilitators.  
*Accomplished: This year we were able to use a pre and post survey to determine where the Cougar Involvement Ambassadors are in terms of their facilitation and to track the growth in their skillset based on training. Cougar Involvement Ambassadors showed growth in several areas including preparation, eye contact and limiting hand gestures, as well as finding ways to engage the audience and summarize key points when presenting on topics. We were able to provide them with opportunities to practice presenting and receive feedback from staff or peers. Throughout the year, each Ambassador facilitated at least one SOLD or Registration session and worked a tabling event. This ensured opportunities for each student to grow as a peer*

facilitator through their role with CIA. We will continue to offer opportunities for them to engage with student leaders and serve as a peer resource.

- Develop customized educational experiences for Registered Student Organization officers.  
*Accomplished: The RSO area was able to revamp our Cougar Connection series to focus on providing specific officers with an opportunity to meet and network with other officers in the same position. We hosted round table opportunities for Presidents, Vice Presidents, and Marketing Officers. We also offered several new SOLD sessions, including SMART Goals, Communication Skills, Time Management, and Conflict Resolution with External Partners. By creating these new and customized sessions we were able to create additional opportunities for students to enhance their student organization and leadership experiences. We will continue to expand both SOLD and Cougar Connection sessions as well as create new content and delivery methods for these opportunities.*
- Develop intentional advisor development opportunities, such as a new advisor boot-camp and online resources.  
*Accomplished: This year we were able to offer two advisor Roundtables and introduce a new format to include a speaker with Q&A, as well as new digital resources, including a monthly newsletter and an online resources database. We were also able to host an Advisor Bootcamp, which focused on advisor roles and responsibilities, conflict management and resolution for advisors, risk management, and officer transition. A total of 17 advisors attended the first Advisor Bootcamp. The feedback from advisors has been positive as it pertains to all of the new resources, and the opportunity to build their network with other advisors. We plan to continue to offer additional opportunities for advisors to connect and develop their advising skills.*

*UH Goal: Student Success*

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

*DSAES Resources 2: Pursue and develop resources to address identified gaps and needs.*

### **CSI Strategic Initiative #3: Implement a variety of student involvement initiatives that support the development of a vibrant campus life.**

#### **Action Steps 2018-2019:**

- Continue to market and expand the Scarlet Seals of Excellence program to measure and gauge co-curricular learning based on competencies.  
*Accomplished: This year we have received 77 submissions from 25 unique students for the Scarlet Seals of Excellence. 66 seals have been awarded and 12 stoles granted. At the beginning of the spring semester, a campus-wide email from Dr. Walker will be going to all students highlighting information about the Scarlet Seals of Excellence program and how to apply.*
- Refine the leadership experience for stipend student leaders affiliated with the department, expanding on the Executive Leadership Retreat curriculum.  
*In Progress: While this initiative has not proceeded at the original pace we intended, it is in progress. We have identified an opportunity to continue the round table session from XLR, allowing students to engage in relevant topics that are connected to their positions and roles. This opportunity will also allow for the student leaders to stay connected to their staff advisor and students from across the 10 University Sponsored Organizations.*
- Explore the possibility of expanding infraRED to be student driven and student led, as a staff advised committee.  
*Accomplished: Students that previously expressed interest in the InfraRED planning process were contacted and invited to join the committee. For Spring 2019, four undergraduate students were added and remained active in the committee. For Fall 2019, additional student members were recruited. The committee has transitioned to a higher level of student involvement throughout the process and now consists of a professional staff member as chair, 2 graduate students, and 7 undergraduate students.*

*UH Goal: Student Success*

*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 #4: Capitalize on resources, strategic partnerships and a culture of innovation that enhances the student experience**

**Action Steps 2018-2019:**

- Refine stakeholder involvement in all university sponsored organizations (alumni, campus departments, etc.) through regular meetings, a mentor program, or other social activities  
*Accomplished and In-Progress: An alumni survey was created for all University Sponsored Organizations. The survey was distributed by student leaders to the alumni of each organization to determine the specific needs of the USOs. After reviewing the data, it was determined that there was interest among alumni in doing a joint USO alumni gathering for all USO alumni. An SFAC request for funding of the event was created. The event is anticipated to take place during Homecoming 2019*
- Explore potential sponsorships and development opportunities for university sponsored organizations with trainings and corporate entities  
*Accomplished and In-Progress: A development training and resource guide outline for potential development opportunities has been created. Two USOs have worked with RECESS a third party agency to further identify sponsorships. We are still exploring the possibility of creating a video series of trainings for the student leaders. A "Development Resource Folder" is also still in progress and will be complete at the end of the Fall 2019 semester.*
- Refine the academic liaison program to create partnerships and allies among academic units with the co-curricular experience.  
*Accomplished: This program shifted from being a Center for Student Involvement initiative to a Student Life initiative. The program, called Synergy, is focused on aligning initiatives, programs, and resources for both academic and student affairs for student success. During the spring semester, we hosted the first meeting for academic partners to learn more about the program and to determine the best ways to build and maintain partnerships moving forward. A newsletter has been created that will serve as the primary means of communication about opportunities for events and collaborations.*

*UH Goal: Student Success*

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

*DSAES Partnerships 1: Educate and empower campus partners to be our advocates.*

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

**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

<b>Activities</b>	<b>FY13</b>	<b>FY14</b>	<b>FY15</b>	<b>FY16</b>	<b>FY17</b>	<b>FY18</b>	<b>FY19</b>
Registered Student Organizations	486	439	476	507	515	499	482
Event Registrations	771	1,138	1,232	2,356	3,829	3,608	3,847
Organization Orientations	23 sessions 721 students attended	25 sessions 608 students attended	<b>Throughout the year:</b> 88 sessions, 715 students <b>Annual registration:</b> 14 sessions, 798 students	25 Sessions  1,158 students	32 Sessions  1,240 students	29 sessions  1,128 students	22 sessions  1,121 students
Organization Fairs	<u>2012 Fall Cat's Back:</u> 141 <u>August Organizations Fair:</u> 82 <u>2013 spring Cat's Back:</u> 89	<u>2013 Fall Cat's Back:</u> 155 <u>2014 spring Cat's Back:</u> 73	<u>2014 Fall Cat's Back:</u> 153 <u>2015 Spring Cat's Back:</u> 120	<u>2015 Fall Cat's Back:</u> 135 <u>2016 Spring Cat's Back:</u> 151	<u>2016 Fall Cat's Back:</u> 163 <u>2017 Spring Cat's Back:</u> 135	<u>2017 Fall Cat's Back:</u> 168 <u>2018 Spring Cat's Back:</u> 128	<u>2018 Fall Cat's Back:</u> 199 <u>2019 Spring Cat's Back:</u> 149
Fall Cat's Back	N/A	N/A	N/A	N/A	N/A	N/A	3426 Stamped 3573 swipes
Risk Management Training	21 Sessions, 1,354 students attended	49 sessions 1,315 students attended	<b>Throughout the year:</b> 88 sessions, 1,430 students <b>Annual registration:</b> 14 sessions, 627 students	22 Sessions  1,277 Students	32 Sessions  1,169 Students	31 sessions  1,053 students	1,150 students
Student Org Leadership Advancement Retreat	N/A	N/A	Fall: 104 Spring: 59	Fall: 30* Spring: 14	Fall: 58 Spring: 63	Fall: 39 Spring: 43	Fall: 17 Spring: 24
Cougar Connection Series	N/A	N/A	165 (3 sessions)	Fall: 21 Spring: 48	Fall: 63 Spring: 120	Fall: 50 Spring: 65	Fall: 12 Spring: 13

SOLD Workshops	N/A	N/A	N/A	19	24	25	18
Website: Unique Page views	61,856	40,697	75,915	78,828	105,454	94,573	71,836
Page views	117,750	88,480	105,102	108,994	148,508	135,908	96,453

*University Sponsored Organization Programs & Events*

Organization	Events FY15	Attendance	Events FY16	Attendance	Events FY17	Attendance	Events FY18	Attendance	Events FY19	Attendance
Council for Cultural Activities	56	31,744	67	34,697	3*	1,945	5	3,298	7	3887
Student Program Board	94	43,971	77	39,313	104	23,183**	77	18,900	66	21,813
Frontier Fiesta	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	1	Thurs: 3,253 Fri: 4,564 Sat: 10,463 Total: 18,280
Metropolitan Volunteer Program	85	4,118	102	4,077	118	4,118	104	2,387	94	2,856
Cougar Nights/N&W programs	5	2,527	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
infraRED nights	1	750	5	1,137	5	1,735	5	1,690	4	3,351
Homecoming	8	4,528	10	6,737	10	5,088	9	5,070	8	3,852

\*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	FY13	FY14	FY15	FY16	FY17	FY18	FY19
Catalyst Leadership Institution	N/A	N/A	N/A	N/A	45	42	27
Community Action Breaks	58	68	91 total/ 46 unique	24	N/A	N/A	N/A
MLK Day of Service	N/A	132	455	260	260	165	205
WOW Day of Service	N/A	N/A	82	92	160	71*	147



Alternative Service Break	N/A	N/A	N/A	47	50	N/A	N/A
Ignite Leadership Program – Fall	N/A	29	41	63	76	78	79
Ignite Leadership Program – Spring	41	40	43	41	49	48	63
Number Completed LeadUH Programs	N/A	N/A	N/A	LeadWell: 1 CoogCareers: 1 SOLD: 1	LeadWell: 1 CoogCareers: 13 RISE: 3 SOLD: 6	LeadWell: 3 CoogCareers: 18 RISE: 12 SOLD: 6 Affirm: 1 SOS: 6	LeadWell: 13 CoogCareers: 6 SOLD: 7 RISE: 16 Affirm: 5 SOS: 6
Number of Volunteer Service Hours (Get Involved)	N/A	409	374	522	10,560	15,605	21,172

*\*Event was rescheduled and held immediately following Tropical Storm Harvey.*

#### Assessment Action Steps

- 1. RSO Advisor Network** - During 2018-19 we sent a survey to all advisors and had 73 respondents. Based on the data collected we seem to be on target for the offerings we are providing for advisors. We currently send out a monthly newsletter, offer opportunities 1-2 times per semester during the lunch hour (including providing lunch), and we have a growing database of digital resources. We will continue with the newsletter and digital resources to not overwhelm the advisors with information, and will continue to offer the in person sessions, but will be sure to increase the range of topics we cover to be more inclusive of all types of advisors, including graduate RSO advisors. Based on the demographic of the time served as an advisor, we can also create new resources for advisors that are more experienced than our entry level advisors. With the information of 83% of advisors being voluntary, we will continue offering the Advisor Bootcamp to provide training and information on relevant topics for new and returning advisors, but will keep the Advising 101 session to give those who may not have as much knowledge a chance to learn. We will also implement a new email to kick off the year that will outline the resources available for advisors, upcoming events, and where they can find resources on our website, and who they can contact for questions or concerns.
- 2. LeadUH Completion** – The data shows that the most common barriers to completing the program include scheduling conflicts and that students were generally unaware of the certificate programs. CSI plans to take this data and share with our collaborating campus departments in order to diversify workshop time offerings, and increase program awareness. 42.59% of "in-progress" respondents indicated that they learned about the LeadUH Certificate Program through the newly implemented CSI LeadUH Progress Emails. CSI will continue these emails for the following academic year, and maintain a regular communications schedule (one update email sent per month for all certificate programs). 0% of respondents indicated they learned about the LeadUH Certificate programs through print marketing, so less print items will be utilized for LeadUH Certificate promotions in the future. Open response questions on the survey indicated that a "checklist" of certificate requirements would be helpful as well, which will be included in the emails moving forward.

- 3. Alumni Engagement** – A baseline survey was created and distributed by the top officer in each University Sponsored Organization (formerly known as fee-funded organizations). There were 74 respondents and 48 people who fully completed the survey. As a result of these findings, the Center for Student Involvement staff will explore the possibility of hosting an alumni event during the fall semester (potentially during Homecoming week) to engage the university sponsored organization student leader alumni. Additionally, based on the feedback we received, each university sponsored organization will consider the need and potential structure of developing a mentor/alumni interest group specific for their organization.

**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.

<b>University</b>	<b>Areas</b>	<b>Budget (excluding salaries)</b>	<b>Staff</b>
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 (FY2020) 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 FY2019 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 \$97,166 to the Student Fees Advisory Committee.

- \$93,650 is in salary/wages/fringe
- \$3,516 in M&O/Travel

The Activities Coordinator for Leadership and Civic Engagement is funded and expensed out of the Fund 2 account, but this position was also budgeted into our SFAC account resulting in the overage. Also, the Instructional Assistant that supports the Registered Student Organizations area was unfilled for a portion of the academic year. Lastly, our fringes were overestimated, based on staff benefit selection.

### **Question #7**

**Please list your 2020-2021 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.**

**Student Success:** Champion exceptional opportunities and services to support all UH students.

#### **Action Steps 2020-2021**

- Executive leaders of university sponsored organizations will attend a series of workshops to further develop their leadership skills and understanding of their roles.
- Expand opportunities for students to deepen their understanding of their personal strengths beyond the initial SOLAR retreat.
- Students that are residents of the Impact Living Learning Community will learn about community-based leadership and how to have a positive impact on the community including both UH and the greater Houston community.
- Through attending the Empower Women's Leadership Conference, students will gain an understanding of the impact of gender on leadership.

**Resources:** Evaluate, actively pursue, and leverage resources to enhance the UH experience.

#### **Action Steps 2020-2021**

- The registration process for Registered Student Organizations will be reviewed and revised based on the results of feedback received from current/previous student leaders.

**Partnerships:** Forge and strengthen partnerships to expand our reach into the university and greater community.

#### **Action Steps 2020-2021**

- A community partner alliance will be implemented to support the needs of the community and enhance the student civic engagement experience.
- Alumni affinity groups will be developed and engaged for each of the university sponsored organizations within the department to create mentorship, increase development/sponsorship, and/or strengthen their organizations.

### Question #8

**Recognizing that the potential to generate additional Student Service Fee income for FY2021 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 FY2021 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 University Sponsored Organizations as the Center for Student Media coordinates efforts of the Affiliated Organizations, 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.