

## 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 Council for Cultural Activities (CCA) is a University Sponsored Organization (USO) and serves as a source of support and a platform for Registered Student Organizations (RSOs) to actively promote diversity and inclusion of all cultures and peoples to the University of Houston community.

CCA accomplishes its mission by:

- Celebrating and recognizing the cultural diversity of UH through four signature events
- Serving as an umbrella organization for CCA member organizations and providing them with financial support and event planning assistance through the co-sponsorship experience
- Cultivating student leaders' ability to empower themselves and others of diverse backgrounds
- Providing collaboration opportunities between RSOs, USOs, and campus departments

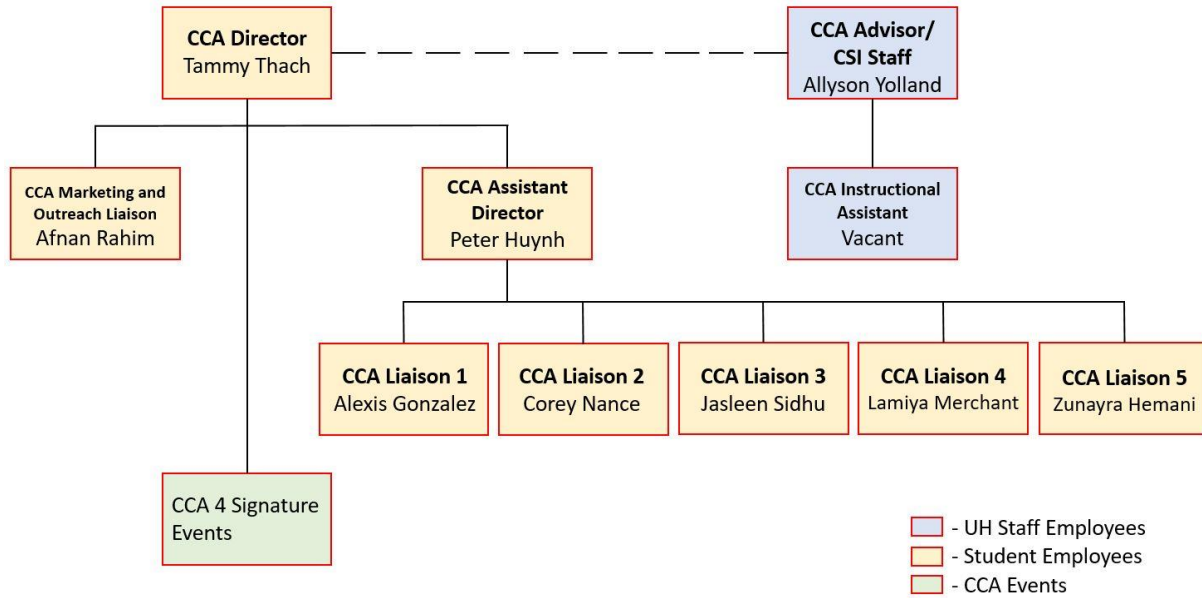
Justification:

The presence of CCA on campus enhances students' awareness of the variety of cultures that exist at UH and promotes the celebration of their differences. CCA provides a platform for the UH community to experience different cultures through programming and co-sponsorship of culturally diverse events. CCA promotes cultural awareness by assisting RSOs that have a shared socio-cultural identity but do not have the financial means or expertise to host events that showcase their culture. The co-sponsorship process is critical to many RSOs because CCA provides liaisons who listen to their needs and determine the best possible way to proceed to showcase and share their culture with the UH community. With the support of CCA, RSOs increase the quality and the reach of their cultural events. CCA also provides RSOs with equipment that is instrumental for the success of an event by providing free access to a popcorn machine, snow cone machine, cotton candy machine, coolers, pushcarts, beverage dispensers, and other event equipment. CCA also informs RSOs of personal and professional development workshops happening around campus, especially those that can be used as tools for leaders of RSOs like the Center for Student Involvement's SOLAR and SOLD leadership experiences as well as workshops hosted by the Center for Diversity and Inclusion (CDI). CCA is a crucial partner in the quest to increase the impact of culture on the growth of students. In addition, CCA hosts four (4) signature events throughout the academic year to incorporate different cultures, both local and international, into the UH community to incentivize cultural awareness and inclusivity at the campus.

## 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.

Below is an organizational chart for the fiscal year 2019-2020.



### Question 3

List your unit's strategic initiatives and action steps identified for the 2019-2020 academic year and cite the specific Division of Student Affairs and Enrollment Services (DSAES) Strategic Initiatives and University of Houston Strategic Goals to which they relate (links below). Please comment on your success in achieving these strategic initiatives/action steps. If a strategic initiative/action step changed during the year, please note this and explain. Also, list any new strategic initiatives/action steps, the rationale for the addition, and comment on your success in achieving these items.

**Strategic Initiative 1: Champion exceptional opportunities and services to support all UH students by: Improving and refining CCA's signature events.**

**Action Step A:** CCA will explore ideas of incorporating unique and different cultural aspects to enhance cultural education and social interaction for all student visitors by creating a focus group with representatives from different departments.

*Status: Ongoing*

CCA has incorporated new cultural aspects to its different signature events by communicating with different departments and planning committees to represent as many cultures as we can to make every student feel welcomed in our programming. Due to schedule conflicts, CCA was not able to host focus groups composed by students but was constantly advised by the Center for Student Involvement and asked newcomer liaisons to obtain a student perspective.

**Action Step B:** CCA will explore collaborative possibilities with new campus partners and choose at least two to partner with.

*Status: Partially Achieved and Ongoing*

CCA was able to partner with The Learning Advancements for Undergraduate Cougars of Houston (LAUNCH) and included them on this year's Cultural Taste of Houston (CTOH) planning committee. The partnership with LAUNCH allowed CCA to have a broader reach to the student population. Additionally, CCA planned to partner with Frontier Fiesta for a third year. Due to the COVID-19 pandemic, Frontier Fiesta had to be canceled. CCA will continue to find new partners to collaborate for cultural programming.

**Action Step C:** CCA will hold meetings with campus partners and UH departments to discuss new collaboration opportunities with a main educational component.

*Status: Partially Achieved and Ongoing*

CCA had the opportunity to collaborate with the Student Life in DSAES in the first edition of the Street Eats: Food Truck Festival & Farmer's Market. CCA is strongly committed to find new departments or University Sponsored Organizations (USOs) to partner to develop an event with an educational component that attracts students.

**Action Step D:** CCA will work in collaboration with the Center for Student with DisABILITIES (CSD) to accommodate students and foster a sense of inclusion at signature events.

*Status: Partially Achieved and Ongoing*

CCA contacted the Center for Students with DisABILITIES (CSD) to have a meeting to improve the planning process of our signature events, as well as other events, and to gather information on how to accommodate all students. CCA is strongly committed to meet with CSD to obtain a list of areas to be considered when planning an event to accommodate a student with disabilities and share this list with CCA Member RSOs.

**DSAES Strategic Initiative SS.2:** *Expand diverse experiences on exploration and education while identifying and meeting the needs of our student population through supportive, inclusive environments.*

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

**Strategic Initiative 2: Evaluate, actively pursue, and leverage resources to enhance the UH experience by: continuing to better educate student organizations, UH departments, campus partners, and the general student about our mission and the resources we provide.**

**Action Step A:** CCA will update its website, forms used by RSOs, and all marketing materials to increase clear communication about CCAs resources.

*Status: Achieved and Ongoing*

CCA contacted DSAES IT Services to modify the CCA website to make it more accessible and provide a better experience when being used by the UH community. Additionally, CCA consulted with people outside of the organization and newcomers to the team to provide feedback for forms used by RSOs. Based on the feedback gathered, CCA updated all forms to have inclusive language and include instruction and examples to make forms clearer.

**Action Step B:** Create a visual guideline to assist RSOs in understanding how to apply for CCA co-sponsorship. The guide will also provide information about the equipment rental process, benefits of becoming a CCA Member Organization, and helpful timelines to make CCA resources more accessible.

*Status: Achieved*

CCA created a brochure with all the detailed information regarding the CCA co-sponsorship process and additional resources that are available to the RSOs. The RSO brochure contains a detailed explanation of the co-sponsorship timeline, monetary and form deadlines, the equipment rental process, a step-by-step explanation to submitting a request, and information on how CCA can help RSOs at the University of Houston.

**Action Step C:** Create a Twitter account to increase outreach and the understanding of CCA programs and resources.

*Status: Achieved*

CCA created a Twitter account in Summer 2019 in order to increase the outreach to the UH community. Since its creation, the CCA Twitter has gained an audience of 96 followers and continues to actively inform followers on upcoming events and news regarding the organization.

**Action Step D:** Increase the number of social media posts of CCA Member Organizations promoting their events by tagging CCA on their social platforms.

*Status: Achieved and Ongoing*

On CCA's social media, a new strategy was implemented to promote co-sponsored events by sharing RSOs event marketing on CCA's Instagram stories. A total of 30 Instagram Stories were shared throughout the academic year.

**DSAES Strategic Initiative R.3:** *Leverage and adapt resources in innovative ways to increase effective utilization.*

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

**Strategic Initiative 3: Champion exceptional opportunities and services to support all UH students by: improving the internal operations of the Council for Cultural Activities to encourage leadership development and a more efficient organization.**

**Action Step A:** CCA will create and document training materials to guide the council liaisons through university policies and the CCA co-sponsorship experience.

*Status: Achieved*

CCA documented all training materials used at retreats to provide reference material for the upcoming council liaisons and executive team. This helped the new board build upon and improve the onboarding process. All documents were reviewed by the Center for Student Involvement and the CCA Executive team.

**Action Step B:** CCA will encourage council liaisons to participate in the Center of Student Involvement's LEADUH opportunities including SOLAR, the LeadUH workshop series, Ignite Leadership Program, etc.

*Status: Achieved*

CCA encouraged the council liaisons to participate in the Center for Student Involvement's LEADUH opportunities. As a result, all CCA board members participated in at least one LEADUH workshop or series.

**Action Step C:** CCA will improve the equipment rental process for CCA Member RSOs and non-member RSOs by updating our guidelines to make it more accessible.

*Status: Achieved*

CCA improved the equipment rental process by updating the reservation form on Get Involved and in the CCA constitution. The accountability system holds RSOs responsible for following the reservation guidelines. By establishing this system, it improved the equipment rental experience and ensured all equipment was returned on time and no equipment was broken. During the CCA informational sessions we outlined the reservation process for equipment rental, how it is executed, the deadlines, and equipment available. This helped RSOs to have a better understanding of the equipment rental process.

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

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

**Strategic Initiative 4: Evaluate, actively pursue, and leverage resources to enhance the UH experience by: improving the experience of organizations hosting cultural events on campus.**

**Action Step A:** CCA will continue to coordinate its funding policies with the Activities Funding Board (AFB) to ease the understanding of the funding process for RSOs at the University of Houston.

*Status: Achieved*

CCA discussed all its co-sponsorship policies with Activities Funding Board (AFB) during the summer. The documentation was reviewed and approved by the Center for Student Involvement and the Constitution of CCA was reviewed to make proper changes.

**Action Step B:** CCA will survey RSOs and collect data on their equipment rental experience. This data will be used to determine if new equipment is needed or if further improvements need to be made.

*Status: Achieved*

CCA surveyed all organizations when a co-sponsorship event took place to collect their experiences and assess if any rental equipment would be needed to improve their event experience. The organizations were satisfied with their equipment rental experience, no concerns were made.

**DSAES Strategic Initiative R.1:** *Evaluate resources to identify opportunities for efficiency, improvement, and transformation.*

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

**Strategic Initiative 5: Champion exceptional opportunities and services to support all UH students by: exploring opportunities for CCA to advocate for a positive cultural, diverse, and inclusive experience on campus for all students.**

**Action Step A:** CCA will strongly advise member organizations to attend at least one (1) CDI workshop to enhance their knowledge of cultural and diversity related topics. CCA will recognize the member organizations that attended the CDI workshop.

*Status: Partially Achieved*

CCA sent emails at the beginning of the academic year to re-registering member organizations and new member organizations and included information about CDI workshops. It is strongly advised for RSOs to attend a CDI workshop. Last semester, we

did not collect the attendance data from CDI. CCA will work with CDI and the RSOs to check the attendance of the workshops in the future.

**Action Step B:** CCA, through council liaisons, will work to increase its involvement with CCA member organizations by attending their officer meetings (with the organizations' approval) to discuss ways to expand their reach on campus and how CCA can assist their organization.

***Status: Achieved***

Council liaisons were asked to attend at least one (1) board meeting of their respective member organizations to explain the details of the co-sponsorship process and how CCA can help them. All council liaisons met with the member organizations board members or attended one (1) event of their organizations to increase the rapport between CCA and the member organization.

**Action Step C:** CCA will survey RSOs at the end of the co-sponsorship process to collect data. This survey will include questions to see the extent of the organization's understanding of CCA's co-sponsorship process, event attendance, and motivation for an event collaboration with CCA.

***Status: Achieved***

After each co-sponsored event, the organizations were required to submit the CCA Event Receipt Submission Form found on Get Involved. Within the form, CCA was able to collect data on the total attendance and scope of the organization's event, how the organization's event was impacted through CCA co-sponsorship, and their overall experiences with CCA throughout the co-sponsorship experience.

**Action Step D:** CCA will implement a cultural advocacy and representation group discussion and/or survey cultural groups to collect the opinions of students and identify their cultural interests and hurdles.

***Status: Changed***

CCA is dedicated to providing leverage to underrepresented cultural RSOs. We plan to do this through our social media platforms and other digital methods.

**DSAES Strategic Initiative SS.4:** *Enhance assessment of student success by defining measures at the departmental and divisional level with focus on the impact of our programs and services.*

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

#### Question 4

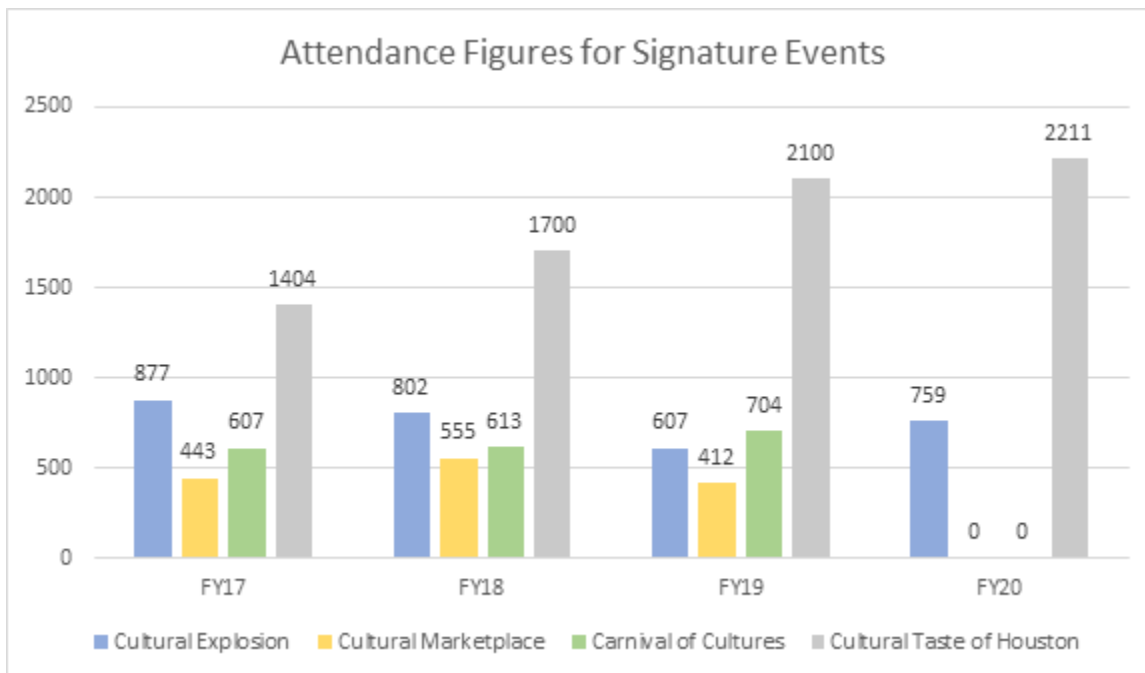
Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned strategic initiatives and/or action steps and their importance as compared to others that you might pursue. Where data exist, discuss the number of persons served by each of your programs and any assessment measures and/or learning outcomes used to evaluate program success. Please provide the method for collecting these data.

**Assessment:** CCA conducts assessment by (1) sending out surveys to our member RSOs in the summer of 2019; (2) collecting feedback from RSOs after each CCA sponsored events in the form of a “Event Receipt Submission; (3) distributing an end of year survey to member RSOs; (4) sending out baseline surveys at the end of Cultural Explosion to attendees and participating RSOs; (5) card swipes at each signature event; and (6) sending out post-event surveys at the end of Cultural Taste of Houston to attendees, vendors, and volunteers. Through these assessments, we learned that RSOs needed more help in navigating universities policy's and when requesting for funding. The CCA co-sponsorship experience was essential for the planning and execution of their events. Additionally, our assessments showed that members of UH community were able to gain knowledge and be exposed to other cultures at UH through our signature events.

**Success:** CCA evaluates success through (1) number of collaborations with departments and university-sponsored organizations; (2) number of approved co-sponsorships; (3) attendees for signature events; (4) quality of member organizations co-sponsorship experience; (5) social media follower count (5127); and (6) total number of CCA Member Organizations (both returning and new). Detailed numbers below

**Attendance:** CCA has increased attendance in Cultural Taste of Houston and Cultural Explosion. Due to the COVID-19 pandemic, CCA’s Spring signature events, Cultural Marketplace and Carnival of Cultures, were cancelled for the health and safety of the UH community.

Outlined below is a chart of CCA’s signature programs attendances from the years FY17 and FY20.



CCA had great attendance for Fall signature events and collaboration efforts. CCA served as a true umbrella organization at the university and fulfilled its pillars for member organizations. Below is a detailed breakdown of all the partnerships CCA had last year:

|   |    |
|---|----|
| Number of Member Organizations  | 36 |
| Number of Collaborations with Departments, University Sponsored Organizations | 64 |
| Number of Approved Co-Sponsorships by CCA                                     | 50 |
| Number of Expended Co-Sponsorships by CCA                                     | 36 |
| Number of Signature Events  | 4  |

### Number of Member Organizations Breakdown

|   |  |
|---|--|
| <b>1.</b> Ahlul Bayt Student Organization (ABSOU)                             | <b>2.</b> American Sign Language Society (ASLS)                    |
| <b>3.</b> Association of Latinx/Hispanic Advocates and Allies (ALHAA)         | <b>4.</b> Bangladeshi Student Association (BSA)                    |
| <b>5.</b> Black Student Union (BSU)   | <b>6.</b> Caribbean Students Organization (CSO)                    |
| <b>7.</b> Dear Daughters Foundation   | <b>8.</b> Filipino Student Association (FSA)                       |
| <b>9.</b> Gamma Rho Lambda (GRL)  | <b>10.</b> Graduate Association of Pakistani Students UH (GAPS UH) |
| <b>11.</b> Graduate Indian Students Organization (GISO)                       | <b>12.</b> Hallyu Club   |
| <b>13.</b> Hindu YUVA   | <b>14.</b> Houston Hillel  |
| <b>15.</b> Houston Jannat   | <b>16.</b> Indian Students Association (ISA)                       |
| <b>17.</b> International Students Organization (ISO)                          | <b>18.</b> InverVarsity Christian Fellowship at UH                 |
| <b>19.</b> Iranian Community at University of Houston (ICUH)                  | <b>20.</b> Latin Dance Association (LDA)                           |
| <b>21.</b> Loteria Association  | <b>22.</b> Malaysian Singaporean Student Association (MSSA)        |
| <b>23.</b> Muslim Student Association (MSA)                                   | <b>24.</b> Nasha: A Dance Show (NASHA)                             |
| <b>25.</b> National Association for The Advancement of Colored People (NAACP) | <b>26.</b> Nepalese Students Association at UH (NSAUH)             |
| <b>27.</b> Nigerian Student Association (NSA)                                 | <b>28.</b> Pakistan Student Association (PSA)                      |
| <b>29.</b> Pratham @ UH   | <b>30.</b> Roarin' Raas  |
| <b>31.</b> Society of Hispanic Professional Engineers (SHPE)                  | <b>32.</b> Students for Justice in Palestine (SJP)                 |
| <b>33.</b> Students of East Africa (SEA)                                      | <b>34.</b> Venezuelan Student Union (VSU)                          |
| <b>35.</b> Vietnamese Student Association (VSA)                               | <b>36.</b> Wushu Kung Fu Club                                      |

### Number of Collaborations with Departments, University Sponsored Organization - 13

| Collaboration Event | Department or University Sponsored Organizations |
|---------------------|--|
| Game Night          | SHRL   |

|                                 |                                |
|---------------------------------|--------------------------------|
| Movie Night                     | SHRL & SPB                     |
| Party in the Park               | CSI                            |
| Cat's Back                      | Student Centers                |
| Glow Party                      | Weeks of Welcome Committee     |
| Campus Prowl                    | Weeks of Welcome Committee     |
| Cultural Fiesta                 | Frontier Fiesta                |
| Let's Get SexED                 | LGBTQ & SPB                    |
| Cultural Taste of Houston       | SGA, RHA, ISSS, WGRC, CSI, CDI |
| Cultural Explosion              | IEW & CDI                      |
| International Education Week    | IEW Committee                  |
| Fall Fest Tabling               | Dean of Students Office        |
| Street Eats Food Truck Festival | DSAES                          |

### **Question 5**

**Please discuss any budget or organizational changes experienced since your last (FY2021) 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.**

Due to COVID-19, the Cultural Taste of Houston funding was cut for FY21. This \$31,319 cut will contribute to the loss of revenue that is earned from the event from ticket sales. Additionally, it will contribute to the loss of attendees due to our inability to have it as one of our signature events.

## Question 6

**If your unit concluded FY2020 with a Fund 3 addition to Fund Equity 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.).**

Total Funds to be Returned: \$111,131

Salaries: \$7,481

- One of the liaisons was not eligible for the position anymore. The position was vacant for a short time in the Spring semester. At the end of Spring semester, the Marketing and Outreach Liaison reduced their hours and later resigned from the position one month prior to the end of Spring semester. From March to April, the board worked reduced hours.

Maintenance & Operations/Travel: \$103,650

- Travel: \$1,800 – Due to the COVID-19 pandemic, CCA was unable to travel to the Spring conference, the I-LEAD and National Student Leadership Diversity Convention.
- Operations: \$11,376 – Due to the university spending freezes, CCA was unable to utilize our normal operations funds.
- Signature Events: \$22,500 - Due to the COVID-19 pandemic, CCA was unable to host 2 Signature Events, Cultural Marketplace and the Carnival of Cultures. CCA had planned to utilize all funds if these events were not cancelled.
- CTOH: \$31,319 – CCA was unable to host the Cultural Taste of Houston due to the COVID-19 concerns with the logistics on the event. The funding was cut and returned to SFAC.
- RSO Co-sponsorship: \$36,655 - Due to the COVID-19 pandemic, CCA was unable to co-sponsor RSO cultural and diversity-related events. CCA had planned to utilize the funds for RSO events if these events were not cancelled.

## Question 7

Please list your 2021-2022 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs and Enrollment Services Values 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: Supporting RSO student leaders and increase their overall reach and impact at the University of Houston.**

**Action Step A:** Create a recognition process to highlight CCA member organizations on the CCA website and market them through social media. Additionally, promoting CCA member organizations cultural and diversity-related events.

**Action Step B:** CCA will conduct an end-of-the-year assessment to identify the needs of RSOs and ways CCA can further assist them.

**DSAES Strategic Initiative SS.2:** *Expand diverse experiences on exploration and education while identifying and meeting the needs of our student population through supportive, inclusive environments.*

**UH Strategic Goal #2: Student Success** *UH will have a student profile consistent with a nationally competitive public research university by creating an environment in which student success can be ensured*

**Strategic Initiative 2: Refining CCA's resources for RSO student leaders to increase their overall reach and impact at the University of Houston.**

**Action Step A:** CCA will update its website, forms used by RSOs, and FAQ to increase clear communication about CCAs resources.

**Action Step B:** Create a Vendor ID manual to show organizations step-by-step process on how to obtain a Vendor ID.

**DSAES Strategic Initiative R.3:** *Leverage and adapt resources in innovative ways to increase effective utilization.*

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

**Strategic Initiative 3: Improving and refining CCAs Signature Events to expand our reach into the university and the greater community.**

**Action Step A:** CCA will create websites for all CCA signature events to establish more credibility and visibility of these CCA signature events to students and the UH community.

**Action Step B:** CCA will explore ideas of incorporating unique cultural aspects to enhance cultural education, social interaction, and accessibility at all signature events. CCA will do this by creating a focus group with representatives from different departments (i.e. Center for Student with DisABILITIES, Urban Experience Program, Center for Diversity and Inclusion).

**DSAES Strategic Initiative SS.2:** *Expand diverse experiences on exploration and education while identifying and meeting the needs of our student population through supportive, inclusive environments.*

**UH Strategic Goal #2: Student Success** *UH will have a student profile consistent with a nationally competitive public research university by creating an environment in which student success can be ensured*

**Strategic Initiative 4: Improving and implementing new marketing strategies to increase CCAs brand awareness to students, faculty and staff, alumni, and the Houston community.**

**Action Step A:** CCA will create a monthly email newsletter to promote CCA member organizations events and share cultural and diversity-related workshops.

**Action Step B:** CCA will establish and maintain a tagline of “Share Community. Celebrate Culture.” on all marketing.

**DSAES Strategic Initiative R.1:** *Evaluate resources to identify opportunities for efficiency, improvement, and transformation.*

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

## **Question 8**

**Recognizing that the potential to generate additional Student Service Fee income for FY2022 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 FY2022 base Student Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made.**

A 5% cut to the CCA budget would be \$7,788. To accommodate this cut CCA would:

### **Cut a portion of RSO co-sponsorship funds.**

This year, in-person RSO events are not happening as regularly, with many events having an entirely virtual format. Most online events require less funding. Because of this, there is a reduction of co-sponsorship applications. If there were a budget cut, CCA would cut some of the RSO co-sponsorship funds due to the low in-person attendance at the University.

## 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.**

The Council for Cultural Activities has a history of involved and supportive leaders. We are currently working to identify these alumni and extend opportunities to them to stay involved with CCA. This involvement would consist of in-person event support and potentially engage them as new sources of income. We are hoping to show them that their hard work and continued support will help take CCA to new heights.

CCA only generates revenue from the Cultural Taste of Houston by selling the tickets. Cultural Taste ticket purchase transactions generate revenue; however, it is more of a cost-recovery effort since the tickets are sold at \$1 each, but the value of the sample comes out to \$2 each. This is to help reduce the cost per student to enjoy this one-of-a-kind cultural event. In the latest Cultural Taste of Houston, CCA took an initiative to pre-sale the tickets online so that the overall sales can be increased. This year the overall revenue generated from Cultural Taste of Houston was \$7650.00

Outside Cultural Taste of Houston and this plan to reach out to alumni, CCA does not receive funding from any other sources outside of SFAC.

## 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.**

The University of Houston has many different organizations and departments working towards cultural and diversity-related awareness. The Center for Diversity and Inclusion (CDI) is one such department that does an amazing job at addressing diversity and inclusion related issues through educational programs and initiatives. CDI focuses on educating students directly while CCA empowers student organizations to educate others through their cultural programming.

The University of Houston also houses a great number of cultural registered student organizations that target specific groups of students to experience their unique cultures and traditions. The Activities Funding Board (AFB), a funding agency of SFAC, provides funding resources to registered student organizations of all kinds at the university. While AFB and CCA both provide financial support for programs or events on the UH main campus, CCA is distinguished in the fact that we provide a co-sponsorship experience for RSOs. The co-sponsorship experience is comprised of one-on-one event planning assistance through assigned liaisons that help RSOs understand the process of event planning along with UH policies and only focuses on supporting events that promote cultural awareness. CCA can provide leverage to underrepresented cultural RSOs that require the support and the exposure that they deserve through marketing assistance. We also do not co-sponsor conferences or banquets, which are not free and open to all UH students.

Some of the differences that CCA has from AFB are,

- CCA will only fund culturally based programming or events following university guidelines, while AFB will fund any program that follows university guidelines.
- For CCA, there is a \$5,000 limit per year for member RSOs, and a \$2,500 limit per year to non-member RSOs, while for AFB, there is a \$3,000 limit per academic year for all organizations
- CCA has a \$2,000 limit per event while AFB has no limit set per event
- CCA and AFB work together to ensure that a single RSO is not funded by both organizations for the same event.

CCA is a unique organization that concentrates its efforts on diverse programming for students to increase their exposure to and learning about the many different cultures represented at the University of Houston. CCA believes that it is truly a one-of-a-kind organization dedicated to providing representation of a variety of cultures through social and educational activities, not only on-campus but nationwide.