Center for Student Involvement

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Program Questionnaire



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 and advising six University Sponsored Organizations that provide campus events and student-led programming initiatives (Student Program Board, Homecoming Board, Frontier Fiesta, Activities Funding Board, Metropolitan Volunteer Program, and Council for Cultural Activities); providing support, guidance and management for the University of Houston's 500+ registered student organizations and their advisors; 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 programs and services. CSI creates 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 also designs 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 provides 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 FY21 and FY22 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.

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 and Michael Crook



List your unit's strategic initiatives and action steps identified for the 2019-2020 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 2019-2020:

- Develop a civic engagement based leadership program, housed in LeadUH **Complete:** A strong framework has been developed for Lead360, an 8-week cohort-based experience focused on community leadership. Workshops and presentations have been developed and we are ready to begin recruiting participants for this program.
- Explore new approaches to the Weeks of Welcome and MLK Days of Service to increase attendance *Complete*: For this year's Days of Service, we partnered with the Graduate College of Social Work to serve as a co-sponsor. We selected a site specifically for the GCSW students that aligned with their academic goals, Mi Familia Vota. With this organization, the students worked in a Latino neighborhood spreading education about the upcoming Census. We learned many lessons from this experience and plan to continue to develop the co-sponsorship opportunities at future events.
- Create a framework for the Community Partner Alliance program that will further build relationships between agencies and the student population
 In Progress/Deferred We completed a series of site visits with community partners in order to start identifying their needs that align with the goals of CSI. Due to COVID-19, many of the needs of our community partners have changed over the last 6 months. We are now in the process of reevaluating our approach to the Community Partner Alliance to be sure it is effective in fulfilling the needs of both our students and our partners.

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

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

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

Action Steps 2019-2020:

 Train the Cougar Involvement Ambassadors to be category specialists to create a liaison experience for registered student organizations
 Completed Each ambassador was assigned to specific organizations based on categories in order to

enhance their expertise. During weekly staff meetings, ambassadors reported to the rest of the team on specifics of their category. During involvement consultations with students, they are assigned to the ambassador that most closely relates to their areas of interest based on their category designation.

Explore the option of offering Student Organization Leadership Development trainings online or in a hybrid format incorporating web-based and face-to-face workshops
 Completed During the Spring/Summer 2020 semester, we implemented the new format that combined both live and on demand trainings for the Student Organization Leadership Development program. We created online versions of several different workshops and offered several via Zoom. Due to COVID, we were unable to offer "in-person" sessions, but still offered student the opportunity to interact with staff

live to maintain the chance to ask questions, and work through interactive components together. At the end of the Fall 2020 semester, we will determine if we will move to completely on demand or keep a live component as an option as well.

• Create leadership workshop tracks of educational sessions based on various student leader positions *Completed* In creating the new format for the SOLD program, we were able to create tracks of the program to focus on specific areas for student leaders. Tracks include, but are not limited to, communication, organizational management, marketing, and working as a team. These are live on our website, and we plan to develop marketing to help students understand the new options available within the program. Our hope is that students are able to find areas of competency that directly tie to what it is they are needing to gain.

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

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

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

Action Steps 2019-2020:

- Develop a framework to incorporate students into the infraRED planning committee **Completed** The InfraRED Planning committee was reconfigured to include student leaders who are experienced with event planning. The committee is made up of and includes a student from Creation Station, two current and one past SPB students, two students from RHA, and one from AFB. Students were paired off to plan each InfraRED event throughout the year.
- Continue to market and expand the Scarlet Seals of Excellence program to measure and gauge cocurricular learning based on competencies
 Completed A new set of marketing materials was created to reflect updates to the program. We also identified and created a new committee of reviewers for each of the Scarlet Seals of Excellence.
- Engage in benchmarking and redevelopment of the marketing and engagement strategy of the Campus Leadership Ceremony to elevate the profile of the event
 Deferred Due to COVID-19, this event did not take place during the 2019-2020 academic year.

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

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

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

Action Steps 2019-2020:

• Customize stakeholder involvement for each university sponsored organization, including mentors and alumni.

Deferred After many conversations, this initiative has been put on hold for the time being due to a shift in priorities and staff capacity.

Develop trainings and resources for university sponsored organizations focused on best practices with sponsorships and development opportunities
 Changed A Successful Organization Series Framework was created. Three workshops were facilitated. The topics included 1) Group Dynamics, 2) The Art of Giving and Receiving Feedback and 3) Marketing and Branding. Two other sessions were cancelled due to COVID-19. The topics would have been "Recruitment"

and Transition" and "Assessment." Additional training resources for USOs were created and uploaded into Microsoft Teams.

• Refine the academic liaison program to create partnerships and allies among academic units with the cocurricular experience

Changed It has been determined that this program, branded Synergy, will be more effective as a Student Life initiative rather than just a CSI initiative.

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

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

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

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.

Activities	FY14	FY15	FY16	FY17	FY18	FY19	FY20*
Registered Student Organizations	439	476	507	515	499	482	505
Event Registrations	1,138	1,232	2,356	3,829	3,608	3,847	3,505
Organization Orientations	25 sessions 608 students	Throughout the year: 88 sessions,	25 Sessions 1,158	32 Sessions 1,240 students	29 sessions 1,128 students	22 sessions 1,121 students	27 sessions 1,199 students
	attended	715 students Annual registration: 14 sessions, 798 students	students				
Organization	2013 Fall	2014 Fall Cat's	2015 Fall	2016 Fall Cat's	2017 Fall Cat's	2018 Fall Cat's	2019 Fall Cat's
Fairs	Cat's Back:	<u>Back</u> : 153	Cat's Back:	Back:	Back:	<u>Back:</u> 199	<u>Back</u> : 232
	155 <u>2014 spring</u>	<u>2015 Spring</u> <u>Cat's Back:</u>	135 2016	163	168	2019 Spring	2020 Spring
	Cat's Back:	120	Spring	2017 Spring Cat's	2018 Spring	<u>Cat's Back</u> : 149	<u>Cat's Back</u> : 147
	73	120	Cat's Back:	Back:	Cat's Back:	<u>eur 5 Buen</u> . 145	cut 5 buck. 147
			151	135	128		
Fall Cat's Back	N/A	N/A	N/A	N/A	N/A	3,426 Stamped (3,573 swipes	23,041 stamped 3,156 swipes
Risk Management	49 sessions 1,315	Throughout the year:	22 Sessions	32 Sessions	31 sessions	1,150 students	1,266 students
Training	students attended	88 sessions, 1,430 students Annual registration: 14 sessions, 627 students	1,277 Students	1,169 Students	1,053 students		
Student Org	N/A	Fall: 104	Fall: 30*	Fall: 58	Fall: 39	Fall: 17	Fall: 37
Leadership Advancement Retreat		Spring: 59	Spring: 14	Spring: 63	Spring: 43	Spring: 24	Spring: 54
Cougar	N/A	165 (3	Fall: 21	Fall: 63	Fall: 50	Fall: 12	Fall: 19
Connection Series		sessions)	Spring: 48	Spring: 120	Spring: 65	Spring: 13	Spring: 14
SOLD Workshops	N/A	N/A	19	24	25	18	15

Registered Student Organizations

Website: Unique Page views	40.697	75,915	78,828	105,454	94,573	71,836	71,173
Page views	88,480	105,102	108,994	148,508	135,908	96,453	94,436

*Due to COVID-19, spring 2020 was an abbreviated semester.

University Sponsored Organization Programs & Events

Organization	Events FY16	Attendance	Events FY17	Attendance	Events FY18	Attendance	Events FY19	Attendance	Events FY20^^	Attendance
Council for Cultural Activities	67	34,697	3*	1,945	5	3,298	7	3,887	5	2,970
Student Program Board	77	39,313	104	23,183**	77	18,900	66	21,813	39	7,714
Frontier Fiesta	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	N/A^	N/A^
Metropolitan Volunteer Program	102	4,077	118	4,118	104	2,387	94	2,856	86	1,778
infraRED nights	5	1,137	5	1,735	5	1,690	4	3,351	3	2,075
Homecoming	10	6,737	10	5,088	9	5,070	8	3,852	10	4,418

*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.

^Frontier Fiesta 2020 was cancelled due to COVID-19

^^Due to COVID-19, spring 2020 was an abbreviated semester.

Leadership and Civic Engagement Events

Event	FY14	FY15	FY16	FY17	FY18	FY19	FY20**
Catalyst Leadership Institution	N/A	N/A	N/A	45	42	27	N/A
MLK Day of Service	132	455	260	260	165	205	166
WOW Day of Service	N/A	82	92	160	71*	147	162
Ignite Leadership Program – Fall	29	41	63	76	78	79	76
Ignite Leadership Program – Spring	40	43	41	49	48	63	55

Number Completed	N/A	N/A	LeadWell: 1	LeadWell: 1	LeadWell: 3	LeadWell: 13	LeadWell: 2
LeadUH Programs			CoogCareers: 1 SOLD: 1	CoogCareers: 13 RISE: 3 SOLD: 6	CoogCareers: 18 RISE: 12 SOLD: 6 Affirm: 1 SOS: 6	CoogCareers: 6 SOLD: 7 RISE: 16 Affirm: 5 SOS: 6	CoogCareers: 1 SOLD: 10 RISE: 16 Affirm: 7 SOS: 9
Number of Volunteer Service Hours (Get Involved)	409	374	522	10,560	15,605	21,172	16,712

*Event was rescheduled and held immediately following Tropical Storm Harvey. **Due to COVID-19, spring 2020 was an abbreviated semester.

Assessment Action Steps

- 1. Ignite Leadership Program During 2019-2020, a survey was sent to students who began the Ignite Leadership Program, but did not complete the program. The intent of the survey was to identify barriers to the completion of the program, with the goal to increase retention throughout the semester. In the survey, questions were also included to determine the reasons why they completed the program were asked to understand motivation for completion. Students that successfully completed the program were asked to share what encouraged them to complete the Ignite Leadership Program. Commonly shared responses included: to be part of a community, to learn about my leadership style/develop my skills, relationship with my mentor, and resume builder. Due to unexpected changes in the scheduling for the spring 2020 semester based on COVID-19, we were unable to collect accurate information from the spring cohort. We will use the data collected during the Fall 2019 semester (reasons cited for successfully completing the program) to continue assessing future cohorts. We are hopeful that the Fall 2020 semester will be able to resume normally, allowing us to have a new cohort of students participate and complete the program, giving us the opportunity to collect new data and further refine factors that contribute to success in the Ignite Leadership Program.
- 2. Cougar Involvement Ambassadors (CIA) Involvement Consultations In this assessment, students were interviewed via phone or in person if they received a personalized involvement consultation with CIA. The goal was to determine if the consultations resulted in increased involvement such as joining a registered student organization, gaining a leadership position, or attending events on campus. Students were contacted approximately six months after their consultation. The survey results included 57% joined one or more of the student organizations was recommended; those who did not, listed reasons such as "still adjusting to UH" and "went to a few meetings, but did not join because (I) didn't have time; 86% stated that the involvement opportunities we picked for them fit what they were looking for; 29% are currently in leadership positions in student organizations we recommended. We began exploring at how to continue to provide students with involvement opportunities before COVID. The initial questionnaire is online and CIA follows up with a phone call or email. During the Fall 2020 semester, CIA will look at how to market involvement consultations more and promote our virtual services (phone calls and emails). Due to the Work from Home Order during Spring 2020, we were not able host/attend many of the events where we typically promote involvement consultations. We plan to find new ways to market, and adjust our approach to not only include face to face, but emphasize our phone and email service to be sure we meet the evolving needs of our students.
- 3. **Center for Student Involvement Engagement Trends** The department would like to determine the trends and gaps in engagement by demographics and types of Center for Student Involvement events attended. This will provide direction for possible marketing and programmatic improvements for the Center. Using attendance data acquired from Get Involved swipes over the past four academic years, we

will analyze demographic data, recurring attendees, and types of programs attended (e.g. leadership, civic engagement, traditions). The attendance data was compiled for all CSI events from the last 4 years. All events were coded in Get Involved by event type (i.e Leadership, Civic Engagement, RSO, or Programming) and we compared student participation demographic data to University demographics. Data were discussed by CSI Team. A PowerPoint summary of findings can be found on this OneDrive link: https://uofh-my.sharepoint.com/:p:/g/personal/macrook cougarnet uh edu/ER-PWEk6XvtCj9Bd-S6HyhQBxcRHZi0FHMd8C9568PIISw?e=X5JWmB. As a result of the findings, the CSI team will focus marketing and retention efforts to increase the number of students attending two and three programs throughout the course of a year.

Benchmarking

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

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

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.

With the inability to hire two Activities Coordinators due to the COVID-19 hiring pause , the Council for Cultural Activities was temporarily moved to be advised by Allyson Yolland as she has previous experience with this organization. Dr. Tina Powellson has also taken on co-advising responsibilities with Dance Marathon and the Homecoming Board.

The department also received a budget reduction of one-time approvals due to COVID-19 financial constraints. This resulted in a loss of \$250 towards RSO services and \$13,050 for UH Sugar Land and Katy programs. CSI has been able to adjust our approach in both areas to accommodate this loss of funding.

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 \$221,525 to the Student Fees Advisory Committee.

- \$124,716 is in salary/wages/fringe
- \$96,809 in M&O/Travel

The Activities Coordinator for Leadership and Civic Engagement (Ledger 2) and the Activities Coordinator for Programming (SFAC funded) were vacant for a portion of the academic year. As you may know, with COVID-19, we were in a hiring freeze and were unable to fill these positions. Also with the pandemic, we had significantly reduced hours for our student employees.

As many departments, the remaining dollars in M&O were due to the transition of campus to remote work and virtual programs through the end of the fiscal year. A number of events were cancelled or transitioned to virtual platforms such as Zoom or Teams. Expenses for virtual programs are significantly less. Events that were cancelled include infraRED nights, Campus Leaders Ceremony, Party in the Park, UH Sugar Land Spring Fling, and in-person Empower Leadership Conference. Events that were transitioned to virtual would include the Executive Leadership Retreat and Ignite graduation. Conference travel for staff did not occur this year due to the pandemic.

Also, with uncertainty of the financial outlook of the division, spending restrictions limited purchases that were not essential. Typically purchases are made to prepare for the upcoming fall semester such branded giveaways and marketing items did not occur this year.

Please list your 2021-2022 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 2021-2022

- Executive leaders of university sponsored organizations will attend the Executive Leadership Retreat to prepare them to serve effectively in their roles, within the university system, and become strong leaders within their teams.
- Students will participate in a LeadUH program, Lead360, designed to increase their knowledge and develop their skill set focused on community-based leadership.
- Provide students with interactive opportunities to learn about social issues impacting the local and global community.
- Develop and implement an involvement campaign to continue to strengthen the culture of involvement at the University which will promote involvement benefits, facts, and showcases.

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

Action Steps 2021-2022

- Explore different sources of funding and sponsorships to support different aspects of the department through sponsorships, grants, and other development opportunities.
- Engage in a process of rethinking programs, services, and resources offered to students to determine the best delivery method in a more virtual environment.

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

Action Steps 2021-2022

- In partnership with Student Housing and Residential Life, 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.
- In partnership with the Center for Diversity and Inclusion, refine the content and delivery of the Blueprint Institute which is focused on diversity and inclusion within registered student organizations.
- Explore the implementation of a diverse group of individuals which could include faculty, staff, and students, to provide the department feedback, advice, and serve as a sound board for new initiatives, services, and support opportunities.

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 cut of 5% of the budget received from SFAC, would be \$40,397.55. 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. (\$17,797.55)

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.

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.