

UNIVERSITY of HOUSTON
HOME COMING

Student Fee Advisory Committee Questionnaire FY 2023

Chair: Alejandro Reyes

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.

Our Mission

The Homecoming Board will provide effective management, constructive program implementation, and worthwhile service for the community in order to develop quality, entertaining, and educational programs that enhance student life at the University of Houston during Homecoming Week.

Executive Summary

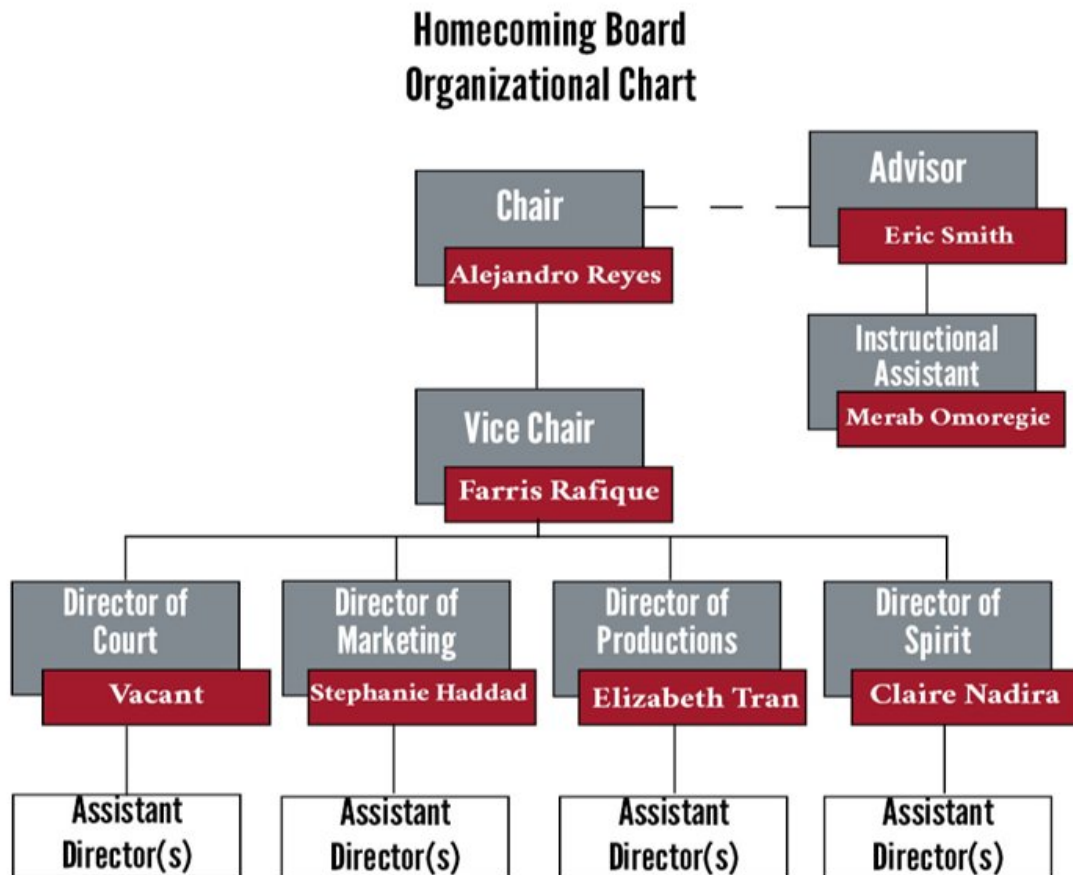
As one of the University of Houston's oldest programming traditions, Homecoming week exemplifies unity between students, staff, faculty, alumni and the surrounding community. The Homecoming Board plans and executes a week of events for the overall UH community to come together and showcase school spirit here at the University. Through various events including the Kick Off Pep Rally, Bed Races, and Strut Your Stuff, Homecoming generates feelings of excitement, amplifies school pride and brings overall fun to students. Additionally, the Homecoming Board engages the student body in an effort to create lasting memories at the University of Houston and provides alumni with an excellent way to stay connected with their alma mater.

The Homecoming Board is a Tier One organization that works to include the values of tradition and inclusion into programming quality events for UH students. Homecoming has the ability to impact students' college experience through opportunities for engagement and involvement. The Homecoming Board strives to make each year unique for each member of the UH community with a creative theme, new and traditional events, innovative ideas, and by including multiple and new stakeholders on campus. The Homecoming Board provides activities outside of the classroom, works to increase overall satisfaction with student life on campus, and instills pride for the University of Houston.

The Homecoming Board also builds connections and relationships between the student body and alumni. The Homecoming Board contributes by engaging students into active alumni who continue to impact campus vibrancy well beyond their time at UH. Staff and faculty are invited to interact with students by judging, volunteering, and also by just enjoying each of our events throughout the week.

The Homecoming Board is uniquely positioned to serve the diverse student body because of its ability to provide a common experience for every member of our community that includes many different types of opportunities for students to claim as their own.

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.



3. List your unit's strategic initiatives and action steps identified for the 2020-2021 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: Programming more inclusive events by engaging with campus departments, colleges and organizations that have yet to be represented during Homecoming Week.

Action Steps:

- Create a detailed survey to send to departments, colleges, and organizations not previously involved to focus on how to increase involvement from all areas of campus.
- Work with the Center for Diversity & Inclusion in creating a plan to modify programming to adapt to students, faculty, and staff's needs.

Status: Deferred – Due to the COVID-19 pandemic, traditional Homecoming programming was severely limited, and programming was modified to adjust to virtual, limited capacity, and distanced settings. The focus on continuing programming throughout the week of Homecoming in a new and unknown environment made assessing previous lack of involvement challenging.

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

Strategic Initiative 2: Strengthen the relationship with the University of Houston and Homecoming Board Alumni by including them in more events throughout the Homecoming Week of Events.

Action Steps:

- Organize meetings between current and past Homecoming Boards to receive feedback and generate innovative ideas.
- Create a programming element that focuses on welcoming and engaging our alumni base.

Status: Deferred – Due to the COVID-19 pandemic, the Homecoming Board focused its efforts on shifting traditional programming to a blend of in-person and virtual programming and was not able to engage alumni in new ways during this year. The Homecoming Board hopes to increase alumni engagement through other initiatives in the future.

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

Strategic Initiative 3: Creating a sense of unity among the student body through spreading tradition, history, and values.

Action Steps:

- Create an outreach event to inform the student body of UH and Homecoming History.
- Collaborate with other campus traditions and prominent organizations in the effort to spread campus pride.

Status: Achieved – Through events throughout Homecoming Week including merchandise give aways and the Campus Round Up scavenger hunt, students learned more about the university as they participated in the events and gained items or experiences directly related to increased school spirit and campus pride. Furthermore, virtual events, hybrid events, and in-person events ensured that these experiences were available to all students, no matter their modality of instruction throughout the COVID-19 pandemic.

DSAES Student Success Initiative 5: Enrich the sense of **connection, belonging, and shared UH identity** among all students.

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 and/or unique students 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.

We currently evaluate our progress through growth on our social media sites, as well as attendance at our events throughout the week using swiping stations. During the COVID-19 Pandemic, focus was given to a well-constructed social media plan and other virtual forms of engagement. The Homecoming Board was able to reach and engage with students who were both on campus and learning remotely as a result. With Homecoming Week here, our efforts have focused on reaching students through tabling and social media. Our social media plan also includes planning reveals for key Homecoming information, such as our Concert, giveaways, court announcements, and many other vital pieces of information.

	FY19	FY20	FY21*
Total Number of Events	8	10	10
Total Attendance	3,852	4,418	1,071
Attendance by Event	Kick-off Pep Rally – 599 Can-Struction – 641 Strut Your Stuff – 528 Spirit Swap – 458 Bed Races – 469 Glow Bounce – 637 Rock the Campus – 304 The Tailgate – 447	Painting with a Cougar – 70 Kick-off Pep Rally – 444 Strut Your Stuff – 387 Campus Roundup – 396 The Cougar Games – 372 Bed Races – 518 Homecoming Fest – 356 Concert w/ SPB – 1,213 Rock the Campus – 216 Tailgate – 446	Kick-off Pep Rally - 80 Merch Give Away - 409 Campus Round Up - 82 Bed Races - 92 Movie Night w/ SPB - 55 Rock the Campus w/MVP - 29 DJ Battle - 109 Concert w/ SPB - 120 Penny Wars w/ DM - 56 Virtual Escape Room - 39

**Due to the COVID-19 Pandemic, in-person programming throughout the week of Homecoming for FY21 was limited. Virtual and hybrid events were incorporated into the week. Because 83% of students were solely enrolled in online classes, attendance was lower than previous years.*

	FY19	FY20	FY21
Number of Collaborations	5	7	5
Facebook Likes	2,745	2,902	2,757
Instagram Followers	2,129	2,389	2,532
Twitter Followers	1,223	2,720	2,107
Number of Spirit Cup Teams	13	12	5

5. Please discuss any budget or organizational changes experienced since your last (FY2022) 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 Homecoming Board did not experience any budget or organizational changes during FY 2021.

6. If your unit concluded FY2021 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.).

The Homecoming Board concluded FY20 with an excess of \$59,038. Due to the COVID-19 Pandemic, there were safety restrictions set in place and most students were not on campus. Because of this, most Homecoming events were virtual or greatly altered. As a result, less funds were spent, creating the aforementioned excess being returned to SFAC. Additionally, \$6,863 of the funds to be returned came from salaries and wages. This was a result of fewer hours worked throughout the course of the year as programs and events were yet to be determined for a period of time during the fiscal year. Later in the year, the selection and hiring process for the new board experienced delays resulting in additional salary dollars going unused.

7. Please list your 2022-2023 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs and Enrollment Services Strategic Initiatives and University of Houston Strategic Goals to which they relate. Larger units may wish to group responses by subprogram. Under each strategic initiative, please state the specific action steps (programs, activities, services, policies/procedures, etc.) that you intend to implement to accomplish your stated initiative.

Strategic Initiative 1: Re-engage students in Homecoming week events to levels seen prior to the Pandemic by reinforcing Homecoming's position as a highly anticipated annual tradition.

Action Steps:

- Increase attendance in Homecoming events by creating a slate of inclusive programs that appeal to the student body during the week of Homecoming.
- Through marketing, outreach, and partnership, increase the number of Spirit Cup teams from previous years.

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

Strategic Initiative 2: Promote inclusion and engagement of all students at events designed to be part of Spirit Cup Competition.

Action Steps:

- Create more inclusive events by incorporating additional activities at events designed to be part of the Spirit Cup Competition which allow for participation by all students who are not competing.
- Market these events in an inclusive way that demonstrates the events have something for everyone.

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

Strategic Initiative 3: Connect current students with alumni by promoting specific aspects of Homecoming Week as a chance for alumni to engage with current students to create meaningful connections.

Action Steps:

- Include an event designed for participation of both current students and alumni at an appropriate time during the week of scheduled programming.
- Work with the University of Houston Alumni Association to promote specific events and aspects of Homecoming week to increase alumni involvement and connection.

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

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.

5% of the Homecoming Base Budget for FY22 is \$4,574.85. With this cut to the FY23 budget, the Homecoming board would be forced to cut events or aspects of the week entirely such as funds to make Homecoming Court happen as well as the Homecoming Kick Off event. The funds for Homecoming Court are used to provide crown, sashes, flowers, and catering, all of which make the process a tradition to be proud of. The Homecoming Kick Off would not be able to include the food, decorations, and all the aspects which get students excited for all the events yet to come throughout the week.

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.

We currently receive all funding from SFAC. Due to the brief time between hiring and execution of Homecoming Week, we do not have strong opportunities outreach for sponsorships or donations.

10. Please describe any services that are similar to yours and/or any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.

There is currently no overlap with other organizations. The Homecoming Board is uniquely positioned to plan and implement official Homecoming events for the UH Community.