Student Fee Advisory Committee Program Questionnaire FY2023

Student Program Board

President: Kaitlin McMaryion

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 is to enhance the student experience at the University of Houston and contribute to student engagement by providing inclusive programs that appeal to a diverse community of students. The Student Program Board exists to create programs with social, cultural, and intellectual aspects for the student body throughout the year in which all students are encouraged to attend. Each year we host a large variety of on-campus and provide an escape from the demands and stress that students experience in their everyday life. Our events provide access for students to enjoy leadership building, social interaction, and entertainment right here on campus.

In the 2020-2021 academic year, we programmed a variety of events to enhance the student's experience at the University of Houston while amid a pandemic. In terms of events, SPB (Student Program Board) typically hosts an average of 81 programs per year, attracting thousands of unique and returning UH (University of Houston) (University of Houston) attendees. The Student Program Board continues to serve as the primary programming board and entertainment entity on campus, giving rise to a variety of low to no cost events on campus for all students.

SPB recognizes that college campuses should stretch farther than academics and athletics and wants to promote an interactive environment for students to participate within the University of Houston campus. With the engaging experience that we provide, the organization contributes to the students' overall commitment to the university and their greater sense of belonging in this campus community. Furthermore, we encourage students to persist in their college career and graduate. Students who get involved on campus have been known to be more likely to graduate on time, as well as having an increased connection to the university, which will lead to more alumni involved.
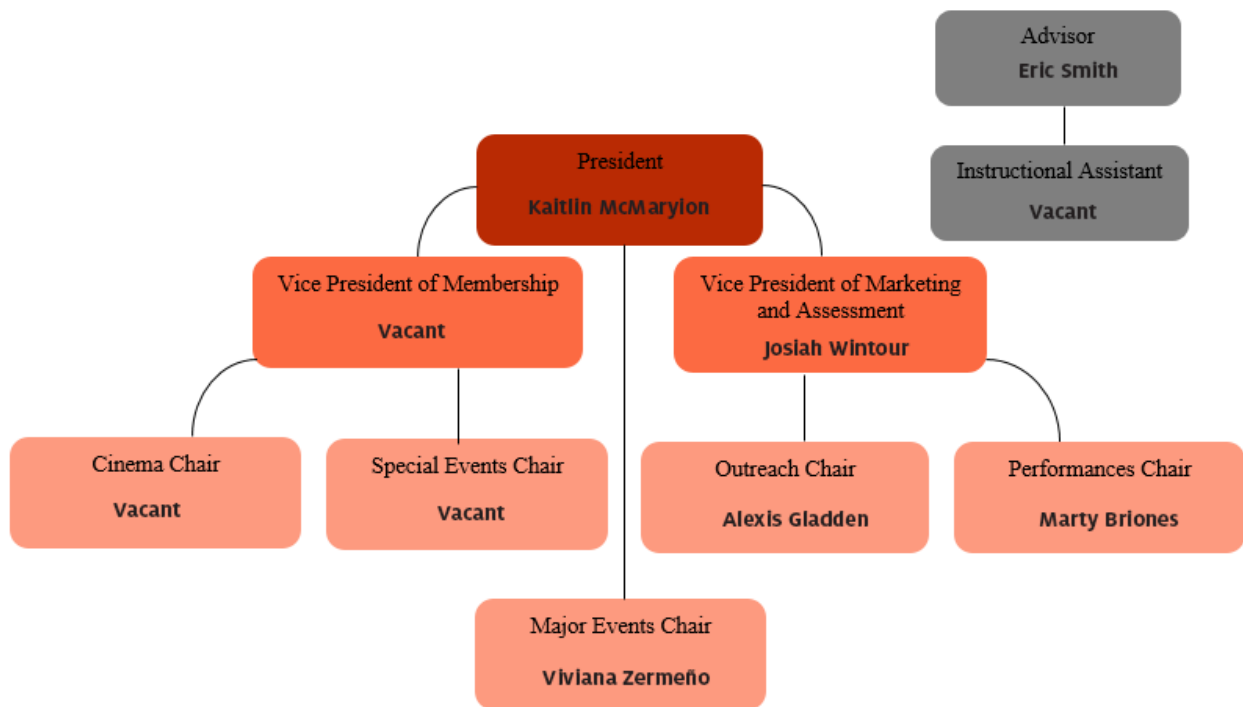
The student fee dollars allocated by SFAC directly impact the quality of our organization and programs. SPB will continue to strive for growth as a Tier One organization, while also putting students first. It is SPB's goal to provide SFAC with the information necessary to support our large goals and aspirations not only for the future of our organization, but for the future of the University of Houston's overall collegiate experience for students.

2. Provide an organization chart of your unit. Large units may need to have an overview chart and then more specific charts for each program. Where you have multiple staff in the same position (e.g., counselor, advisor, etc.), note this on your chart. Student employees should be cited on the chart and identified as students.

Key:

Positions in Grey represent non-students/CSI Staff.

Positions in the Red gradient identify student leaders, descending in their hierarchal positions in the organization.

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 changes 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. DSAES Plan: (http://www.uh.edu/dsaes/about/strategic_plan.html) UH Goals: (http://www.uh.edu/mission/)

SPB Strategic Initiative 1: Enhance the Student Program Board's credibility and success by making efforts to be recognized by national, regional, and/or local entities.

Action Steps:

1. Submit a presentation proposal to the annual National Association of Campus Activities (NACA) convention.
2. Submit Award Nominations for events put on by the Student Program Board to entities such as NACA Regional/National conventions and/or Association of College Unions International (ACUI) competitions.

Status: Deferred – Due to the COVID-19 pandemic, many national, regional, and/or local associations and entities did not host conferences and/or awards in their traditional formats. As conferences return to their in-person formats, SPB plans to submit award applications for those awards which it feels has made considerable progress.

DSAES Goal: SPB Strategic Initiative 1 falls under DASES plan of Student Success.

SPB Strategic Initiative 2: Cultivate a culture of collaboration throughout event planning process to maximize resources and budget to provide more engaging events for the diverse population of the University of Houston.

Action Steps:

1. Utilize Outreach Chair position to intentionally reach out to potential collaborators and partners (both department and organizational).
2. Increase overall number of collaborative events throughout the year and develop at least two new partner/collaborator relationships.

Status: Ongoing though the COVID-19 Pandemic drastically reduced the ability to collaborate on events throughout the year, SPB hosted five collaborative events with other departments and organizations. Though this number was not as high as originally anticipated, the Student Program Board worked collaboratively with other departments and organizations when able to improve engagement.

DSAES Goal: SPB Strategic Initiatives falls under the Plan of Student Success and Resources.

SPB Strategic Initiative 3: Foster sustainable leadership development of SPB board and members.

Action Steps:

1. Incorporate a developmental curriculum throughout the SPB board member experience to encourage personal and leadership development.
2. Develop and specify the board member requirements to achieve more productivity within the workplace and in the execution of SPB's events/programming.
3. Restructure the SPB general member experience to provide more engaging and interactive opportunities.

Status: Partially achieved and ongoing - SPB advisors conducted leadership style workshops such as True Colors. Board members were encouraged to take advantage of CSI (Center for Student Involvement) Leadership Development programs. At the tail end of the fiscal year, the Vice President of Membership began creating a structured membership plan for students interested in being involved with SPB to create a pipeline to future involvement positions.

DSAES Goal: SPB Strategic Initiative 3 falls under the DSAES Plan of Student Success and Division Cohesion.

SPB Strategic Initiative 4: Explore sponsorship and partnership opportunities to increase availability of funding and resources for events.

Action Steps:

1. Work with potential sponsorship providers such as RECESS and Coca-Cola to develop systems to acquire event sponsors.
2. Reach out to local sponsorship providers to gain information regarding services that could potentially be used for events on campus.

Status: Deferred – Due to the COVID-19 pandemic, sponsorship and partnership opportunities became limited and were not used. With the outreach position being vacant for majority of the year and events being smaller and/or virtual, sponsorship was not feasible.

DSAES Goal: SPB Strategic Initiative 4 falls under the DSAES Plan of Resources.

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 a method for collecting these data.

It is our goal, as event planners, to coordinate programming that will result in the maximum number of student attendance and overall positive experience for students. Assessing Student Program Board events, internally and externally, is a crucial aspect of the pre-event and post-event planning process. Through future assessments, we produce higher quality events by learning from previous events and determine where we can improve the next time around for all events. After each event, board members come together and evaluate the positives and negatives of the event hosted. With this, the board can provide constructive feedback and make productive decisions, which allow room for organizational growth. SPB utilizes the following methods to evaluate the board's success in achieving our program standards:

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

- Relay messages via email through the Get Involved engagement platform are used to let students know about upcoming events and opportunities with SPB.
- iPad/Computer for assessments/surveys utilized after an event
  - Many of our survey questions were adjusted to produce higher quality responses and gain valuable information about student opinion regarding future events
- Polls on social media (Facebook, Instagram, Twitter)
  - This was heavily emphasized over the summer to help plan the fall programming calendar by gaining insight from the general student body.
  - Further insight is sought out for student input on what films students are interested in the Cinema committee showing, or which genre students would like to see for performances during Homecoming and Frontier Fiesta.

Each chair is required to complete a program planning file for every event, including marketing forms, an event checklist, and an event evaluation form, which are later discussed with the chair's liaison. The assessment form includes attendance, total cost, cost per student, student feedback from surveys, strengths & weaknesses of the event, and improvements for future events in the same realm of the event hosted. SPB continues to collect attendance data to assess our marketing plan. We believe that attendance at our events is the most direct form of feedback from students. For each of our events, we track attendance with the help of our "swipe-in" method which consists of students using their Cougar Cards to enter.

Student Program Board Fiscal Year	Events	Attendance
Fiscal Year 21	25*	1,716*
Fiscal Year 20	39	7,714**
Fiscal Year 19	66	21,813
Fiscal Year 18	77	18,900

SPB event and attendance numbers decreased throughout the fiscal year due to event restrictions, location capacities, and number of students on campus due to the ongoing COVID-19 pandemic.

** *SPB attendance shows a significant decrease in attendance due to overall fewer events and the cancellation of the Frontier Fiesta concert because of COVID-19 pandemic.*

The VPMA (Vice President of Marketing and Assessment) uses assessments to gauge if programming encourages leadership development, diverse and inclusive environments, event coordination that keeps in mind the well-being of students, student success & experience, and an overall sense of belonging in the UH community. We currently have an assessment plan and execution strategy in place that will help shape future SPB events.

5. Please discuss any budget or organizational changes experienced since your last (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 Student Program Board went through structural changes prior to the last SFAC Cycle. These changes are still in place and have proven to be an appropriate adjustment.

6. If your unit concluded FY2021 with a Fund 3 addition to Fund Equity more than $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 Student Program Board concluded FY2021 with an addition to Fund Equity of $257,606.

$22,270 of the returned funds was from salary and wages. Throughout FY2021, one of the board members served in a volunteer capacity due to another on-campus position. The Outreach Chair position was also vacant for most of the year. When it was filled, that position was also on a volunteer basis. The Vice President of Membership and Performances Chair positions were vacant for part of the year.

$235,226 of fund equity came from the maintenance and operations fund. Due to the ongoing COVID-19 pandemic, a small fraction of students was on campus or taking classes in person. Additionally, restrictions set in place to enhance safety on campus changed the nature of campus programming and how we engage students. Many of the events for the year, such as the Homecoming concert, were virtual, which had reduced costs. Many of SPB's traditional large-scale programs such as the Frontier Fiesta Concert, Winter Wonderland, and additional performances did not happen.

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.

SPB Strategic Initiative 1: Explore sponsorship and partnership opportunities to increase availability of funding and resources for events.

Action Step 1: Effectively use partnership and resources such as the Sponsorship Packet and RECESS to enlist sponsors for events. Through the delegation of training of one or more Board members such as Outreach chair and subsequent communication with vendors, new collaborations between these outside sponsors can be formed to enrich SPB's programming.

Action Step 2: Foster new relationships on-campus by reaching out and collaborating with at least two new departments/organizations.

DSAES Goal: SPB Strategic Initiative 1 falls under the DSAES Plan for Resources.

SPB Strategic Initiative 2: Exhibit a keen sense of campus programming by developing a sense of community and belonging at the university.

Action Step 1: Improve the effectiveness of SPB marketing, physically and virtually, to reach more UH students by using purposeful placement, engaging graphics, and posting marketing when and where students are most likely to interact with it.

Action Step 2: Develop relationships with departments and organizations not currently utilized through collaborations and partnerships with SPB, to program events that would attract a more diverse student population.

Action Step 3: Introduce new, thoughtful, and attractive aspects to events that will improve the quality of overall programming like backdrop spaces for event pictures, unique vendors, cultural activities, and enhanced accessibility additions.

DSAES Goal: SPB Strategic Initiative 2 falls under the DSAES Plan for Partnerships

SPB Strategic Initiative 3: Enhance the Student Program Board's credibility, success, and leadership development by making efforts to be recognized by national, regional, and/or local entities.

Action Step 1: Send members to national/regional leadership conferences, such as I-LEAD and NACA, whether this is virtually or in-person when deemed safe.

Action Step 2: Submit Award Nominations for events and aspects of the Student Program Board to entities such as NACA Regional/National conventions and/or Association of College Unions International (ACUI) competitions.

Action Step 3: Submit a presentation proposal to the annual National Association of Campus Activities (NACA) convention.

DSAES Goal: SPB Strategic Initiative 4 falls under the DSAES Plan for Student Success.

SPB Strategic Initiative 4: Improve and maintain an active and consistent membership database to build relationships among members and to also help with the execution of SPB events.

Action Steps 1: Improve engagement during member socials and general meetings to develop relationships with members. Through encouragement of member input and feedback, and the involvement of members directly within the planning process of events, increased participation from members is expected.

Action Step 2: Use features such as polls, stories, comments, and group messages to increase social media interactions.

DSAES Goal: SPB Strategic Initiative 4 falls under the DSAES Plan for Student Success.

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 reduction of 5% to the FY2022 base Student Service Fee budget is $8,855.85 (5% of Base) - $531.35 (admin fee) = $8,324.50. This request would impact SPB's ability to execute engaging events throughout the year. To adapt to the reduction of funds, SPB could host more virtual programs. These allow us to save money on in-person commodities such as food, decorations, and supplies. Additionally, we would not have board members attend I-LEAD or NACA, national conventions for student leaders and program committees. While these programs are beneficial to the chairs' leadership and programming skills, and can also result in reduced costs for Vendors, they cost about $5000 each for a select few of our board members to attend. With a 5% cut to the base budget, the scale of each of SPB's events would be reduced also. Each committee chair would have less money allocated to their programming budget. To accommodate the smaller funds, the events might have fewer attractions and components.

One example in which these changes could be implemented is SPB's signature event Winter Wonderland. This event has become a tradition on campus over the past decade. With a reduction in our budget, the amount of snow at this highly anticipated event would also decrease. Snow is the main attraction and function of our annual Winter Wonderland event so this would impact on the event. In addition to snow reduction, we would have to reduce the amount of funnel cakes, hot chocolate, and t-shirts provided. These are elements that keep students at events and increase the chance of building a new or deeper connection with fellow Coogs. SPB would also not be able to include some of the additionally engaging components of the event, such as photobooth opportunities, inflatables, or entertainment/performers.

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.

Through SPB Cinema, we have partnered with several marketing and movie distribution companies including Hogan Communications, NBC Universal, TBD Marketing Group, and Cross Culture Marketing Group. These companies provide free advanced screening of movies for students before they are released to the public. We work with these companies to show these movies on campus. They provide an encoded digital cinema package copy of the film, payment for reservation, marketing, and security. SPB will continue to search for new opportunities to premiere movies with the success of past showings including *A Star is Born, GET OUT,* and *Justice League.* We also premiered the TV series *Birth of a Nation* and *Ash vs. Evil Dead* in the past years.

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

When it comes to any other services provided on the University of Houston campus, like the Student Program Board, we are mindful that there are a few other organizations and events that are similar and overlap with our current services such as:

- Student Centers Film Series - provides movie screenings on campus but focuses more on educational films
- CCA (Council for Cultural Activities) Cultural Programming - provides four campus-wide programs, but with a specific focus on cultural programming
- InfraRED – offers a wide range of larger scale novelty events that SPB supports by having at least one chair serve as a representative on the committee