

One-Time Request

FY 24

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# CENTER FOR DIVERSITY AND INCLUSION

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Cultural Programming and Marketing Enhancements

## FY 2024 One Time Request B – Cultural Programming and Marketing Enhancements

The Center for Diversity and Inclusion is seeking funding for enhanced cultural programming and marketing throughout the year. This will help us update and realign all of the programming initiatives that come from the center.

The University of Houston has a designation as a Hispanic-Serving Institution (HSI) and also an Asian American Native American Pacific Islander-Serving Institution (AANAPISI). These designations are made by the Department of Education and are largely based on the enrollment of our diverse student population. Students come to the university from over 140 nations which results in a truly special college experience for our Coogs.

The Center for Diversity and Inclusion seeks to take the rich diversity that we have on campus and make it a positive experience for the entire campus community. One way we help make diversity a positive experience is by hosting cultural programs that cater to the diverse student population.

**Cultural Celebrations and Observances:** With an intersectional approach to programming, we seek enhance the campus' monthly cultural celebrations and observances for our entire campus community. We are requesting additional funding to support the initiatives that come from our Registered Student Organizations (RSOs) and fellow campus entities so that we can elevate marketing, cultural education, and awareness around the cultural celebrations each month.

- Hispanic Heritage Month
- LGBTQ History Month
- Native American Heritage Month
- Black History Month
- Women's History Month
- Asian American and Pacific Islander Heritage Month
- Juneteenth Campus Celebration

**Land Acknowledgement Display:** By having a land acknowledgement display in the Center, we hope to increase awareness of the history surrounding the land that the university stands and hope to honor the spiritual relationship that indigenous communities have with their ancestral lands. The display will be the only of its kind on campus and will enhance the physical environment of the Center, a space where many students call their home away from home. This is just one of the many ways that the center can demonstrate support for our indigenous students and the local community.

**Student Leadership Programs (AIMM and RDPE):** The University of Houston went through a recent brand "re-refresh" resulting in immediate outdated of program materials for our Achievement Initiative for Marginalized Males (AIMM) program and the REACH Diversity Peer Educator (RDPE) programs. Unfortunately, the new university logos were not available in time to meet the end of the year purchasing deadlines. As a result, we are requesting one-time funds to be able to refresh these key signature student leadership programs. Over the past couple of years, we used the leftover materials from the years before (which have now been depleted) and returned our excess funds.

**Marketing and Outreach:** Because of the University Brand refresh, we are seeking one-time funds in order to upgrade/refresh all of our department's marketing materials, step and repeats and general Center awareness efforts.

DSAES Strategic Initiative:

**DSAES Strategic Initiative:**

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

- SS1: Engage all students to intentionally **develop** leadership qualities, critical thinking and communication skills, diversity competencies, and personal growth.
- SS2: Expand **diverse experiences** on exploration and education while identifying and meeting the needs of our student population through supportive, inclusive environments.
- SS5: Enrich the sense of **connection, belonging, and shared UH identity** among all students.

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

- R3: Leverage and adapt resources in innovative ways to increase **effective utilization**.

Funding Request

<b>Cultural Programming</b>	<b>\$5,000</b>
<b>Land Acknowledgement Display</b>	<b>\$1,000</b>
<b>Student Leadership Programs</b>	<b>\$2,000</b>
<b>Marketing and Outreach</b>	<b>\$3,500</b>
<u>Admin Fee</u>	<u>\$690.00</u>
<b>Total</b>	<b>\$12,190.00</b>