

DEAN OF STUDENTS

Your Student Success Advocates!

One Time Funding Request

FISCAL YEAR 2024

Submitted by:

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Dean of Students Office

Funding for Joint Football Tailgate with SGA & Athletics Office

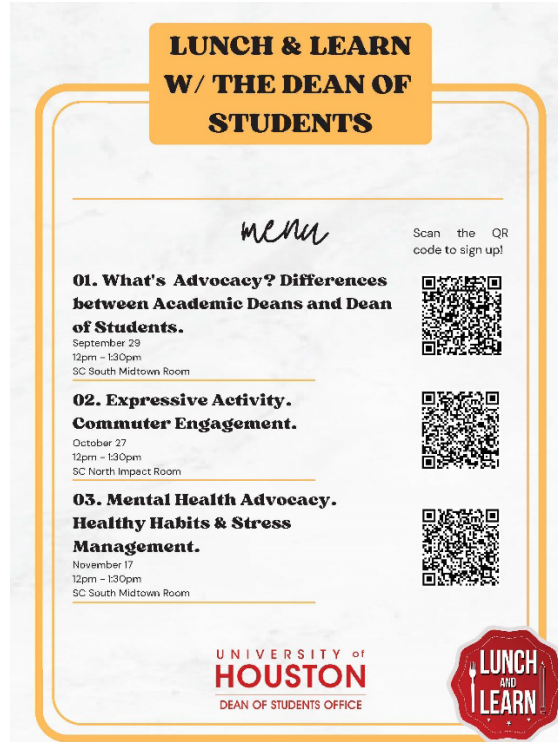


Our Goal: Build more school spirit, increase student engagement, recognize departments and student organizations that do not normally tailgate.

Funding request: \$18,000

Amount will cover food, marketing, promotional materials, and DJ for all home football games.

Funding for Lunch & Learn Series



Our Goal: To have engaging conversation with UH students about topics and resources related to helping students to succeed. A total of six will be held each academic year, three in the fall and three in spring.

Funding request: \$1,000

Amount will cover food and promotional materials.

Funding for Commuter Service Programming



Our Goal: Provide better support services and effective communication to help facilitate commuter students' success and connection to the UH community.

Funding request: \$10,000

Amount will cover commuter mentor training program retreat expenses, marketing and promotional materials for programs, and services.

Funding for Know the Student Code Request

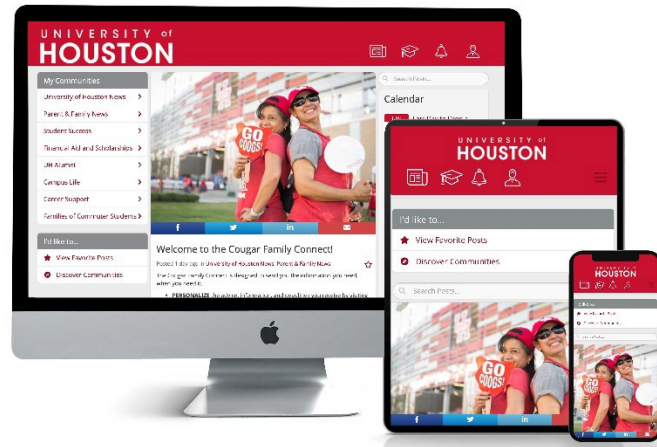
**KNOW
THE CODE**

Our Goal: Know the Code is an awareness campaign with the goal of educating the UH campus community about the Student Code of Conduct and University Policies.

Funding request: \$2,000

Amount will cover promotional t-shirts, banners, and other marketing materials.

Funding for Campus ESP Request



Our Goal: The Dean of Students Office utilizes the CampusESP platform to provide a modern all-in-one parent engagement communication that helps departments from across the university; continually connecting with families with curated, and timely content in one location that helps them keep stay informed to assist in keeping their students on track.

1. 10,129 families enrolled and engagement with UH via the Campus ESP platform in 2021-2022 in comparison to 5,714 families being enrolled in 2020-2021 in a previous parent and family engagement platform
2. 9,439 active users
3. Over 156,000 emails sent to families
4. An average email open rate of 49%
5. Parents were most engaged in February 2022 with an open rate over 70%
6. 12,500 unique clicks on content
7. Sibling Day event announcement had a 55% open rate and received 119 clicks

Targeted engagement for first year families and underrepresented populations:

1. 70% Hispanic or Latinx family engaged with UH via the platform
2. 69% Black or African American engaged with UH via the platform
3. 69% First Generation families engaged with UH via the platform
4. 62% First Year Families engaged with UH via the platform

Most popular content:

- | | |
|--|---------------------------|
| 1. First Year Transition | 4. UH News/Events |
| 2. Parking Information | 5. Working During College |
| 3. Family Tips for Supporting Students | 6. Move-In |

Funding Request: \$26,000

Funding for DOS Ambassador Program Request

Our Goal: The DOS Ambassador Program is an innovative and challenging program that prepares students for the rigors of leadership roles. In weekly seminars, the student ambassadors will receive presentations and participate in discussions, as well as enhance their skills and abilities needed to serve as effective leaders in the university setting and beyond. The ambassador participants also read leadership books and work in small groups to present ideas, in addition to giving back to the community by completing mandatory hours of service during their tenure in the program.

Funding request: \$2,500

Amount will cover ambassador training program retreat expenses, marketing and promotional materials for programs, and services.

Funding for CART/CARE Request

Our Goal: Provide a proactive, multidisciplinary, and collaborative approach to assessing and responding to students who exhibit threatening and/or concerning behaviors. In addition, we aim to provide proactive training to staff and faculty on how to assist students exhibiting mental health problems.

Funding request: \$5,000

Amount will student and student organization outreach initiatives, proactive training sessions for staff and faculty, along with marketing and promotional materials.