



Student Fee Advisory Committee Program: One Time Requests FY2024

Student Program Board

President: Samantha Sadeghi

Vice President of Marketing and Assessment: Macy Pham

FY2024 One-Time Request #4 – Digital Events Chair and Programming

SPB is requesting \$32,008.73 to support gaming related programming for the entire FY24. By doing so, SPB will reach additional students in our community who don't attend traditional programs and activities. Student Centers had a grand opening for Coog Arcade on February 1st, 2022. Since that time, players have logged over 1,500 hours illustrating how the gaming community on UH's campus has been rapidly growing. A Digital Events Chair would be able to assess the needs of the community and create relevant digital programming. The Digital Events chair would be paid at \$8/per hour, for a 10-month period, from July 1st, 2023 – April 30th, 2024, reflecting the term length and pay of existing SPB chairs.

In addition to another position, the Digital Events chair would also need funding to host programming for the student body. Students showed their interested into digital events by attending the first ever Cougar Con with over 1,100 attendees. Cougar Con was a comic book and anime convention themed event catered to gamers of all kinds, exclusively run by UH registered student organizations. Coog eSports was a leading organization, and we look forward to collaborating and growing and this event. Due to its attendance, it has come with high demand to expand and host again. SPB would like to host CougarCon in both the Fall and Spring semesters to continuously program for students who are engaged in this community. Additionally, this chair would help host competitions and tournaments both online and in person in the Student Centers. Currently, CoogArcade hosts both in person and online intramural tournaments with an average attendance of 50-100 students per event. SPB wants to continue investing in these already successful endeavors and plans to expand.

DSA Values: Diversity, Innovation, and Collaboration

Summary of Expenses:

Digital Events Chair (September 1 st , 2023 – April 30 th , 2024)	\$8,097.39
Entertainment/Vendors	\$10,000.00
Marketing	\$3,000.00
Catering	\$2,000.00
Student Centers' Reservation / AV Fee	\$2,500.00
Giveaways	\$3,000.00
Video Games	\$600.00
Gaming Equipment /Insurance	\$1000.00
Total	\$30,197.39
6% Administration Fee	\$1,811.84
Total	\$32,008.73

When comparing SPB to our future Big 12 peer institutions, the Student Program Board rises above its peers. Universities within the Big 12 institution put-on large-scale programs hosted by departments or individual student organizations throughout the year; however, the Student Program Board is dedicated to continuous yearlong programming through entertaining, thought-provoking and inclusive events. SPB programming falls into different categories such as cinema, special events, performances; with special emphasis on recruiting members to help plan events and professionally develop them for future roles within the board. SPB is committed to

traditional and non-traditional program, to understand the student body's wants and needs, while helping them build relationships and stay connected.

By using these funds, SPB will be able to grow the presence of E-sports and similar type of activities, while attracting a new demographic of students to attend programs. UH is already home to some of the best collegiate players in the nation, having placed 3rd at the Collegiate Esports Commissioner's Cup (CECC) 2022. It offers students different and exciting ways to engage with community members and players alike and will contribute to growing this community on a national level. The Student Program Board thanks you for your time and consideration.