



FY24 QUESTIONNAIRE

THE COUNCIL FOR CULTURAL ACTIVITIES

Question 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.

Mission: The Council for Cultural Activities (CCA) is a University Sponsored Organization (USO) and serves as a source of support and a platform for Registered Student Organizations (RSOs) to actively promote diversity and inclusion of all cultures and peoples to the University of Houston community. CCA accomplishes its mission by:

- Celebrating and recognizing the cultural diversity of UH through four signature events: Cultural Taste of Houston, Cultural Explosion, Carnival of Cultures, and a fourth unique event.
- Serving as an umbrella organization for CCA member organizations and providing them with financial support, various equipment and resources, marketing, and event planning assistance through the co-sponsorship experience.
- Cultivating student leaders' ability to empower themselves and others of diverse backgrounds.
- Providing collaboration opportunities between RSOs, USOs, and campus departments.

Justification: The presence of CCA on campus enhances students' awareness of the variety of cultures that exist at UH and promotes the celebration of their differences that unite them. CCA provides a platform for the UH community to experience diverse cultures through programming and co-sponsorship of culturally diverse events. CCA promotes cultural awareness by assisting RSOs that have a shared socio-cultural identity, but do not have the financial means or expertise to host events that display their culture. The co-sponsorship process is critical to the success of many RSOs. CCA pairs RSO's with a liaison who listens to their needs and determines the best feasible way to proceed to highlight and share their culture with the UH community. With the support of CCA, RSOs increase the quality and the reach of their cultural events. CCA also provides RSOs with equipment that is instrumental for the success of an event by providing free

access to a popcorn machine, snow cone machine, cotton candy machine, coolers, pushcarts, beverage dispensers, and other event equipment. CCA also informs RSOs of personal and professional development workshops happening around campus, especially those that can be used as tools for leaders of RSOs like the Center for Student Involvement's SOLAR and SOLD leadership experiences as well as workshops hosted by the Center for Diversity and Inclusion (CDI). CCA is a crucial partner in the quest to increase the impact of culture on the growth of students. In addition, CCA hosts four (4) signature events throughout the academic year to incorporate diverse cultures, both local and international, into the UH community to incentivize cultural awareness and inclusivity on the campus.

Question 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.

Below is an organizational chart for the fiscal year 2022-2023.



Question 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: Support RSO student leaders and increase their overall reach and impact at the University of Houston.

Action Step A: Create a recognition process to highlight CCA member organizations on the CCA website and market them through social media. Additionally, promote cultural and diversity related events, hosted by CCA member organizations.

organizations and the cultural and diversity-related events hosted by them.

Action Step B: CCA will conduct an end-of-the-year assessment to identify the needs of member organizations and ways CCA can further assist them.

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

STATUS: *Achieved.* Due to CCA's funding of member and non-member organization, RSO's were able to educate the UH community about different cultures and identities through cultural programming. There were multiple Iftar events during the month of Ramadan and a cultural thanksgiving held during the holiday season to promote unity in the community. Additionally, CCA created an efficient end of the year assessment and will continue to address the needs of the member orgs and community.

UH Strategic Goal #2: Student Success UH will have a student profile consistent with a nationally competitive public research university by creating an environment in which student success can be ensured.

Strategic Initiative 2: Refining CCA's resources for RSO student leaders to increase their overall reach and impact at the University of Houston.

Action Step A: CCA will update its website, forms used by RSOs, and FAQ to increase clear communication about CCAs resources.

Action Step B: Create a Vendor ID manual to show organizations step-by-step process on how to obtain a Vendor ID.

DSA Strategic Initiative R.3: Leverage and adapt resources in innovative ways to increase effective utilization.

STATUS: *Achieved.* CCA has updated its website. All forms accessed by RSO's for Co-Sponsorships and Equipment Rental, as well as event forms were looked into and formulated in a way to keep communication efficient, clear, and simple. Lastly, due to the Payment Works process being simplified and more user friendly, a vendor ID manual is no longer needed for organizations to obtain a vendor ID.

UH Strategic Goal #2: Student Success UH will have a student profile consistent with a nationally competitive public research university by creating an environment in which student success can be ensured.

Strategic Initiative 3: Improving and refining CCAs Signature Events to expand our reach into the university and the greater community.

Action Step A: CCA will create websites for all CCA signature events to establish more credibility and visibility of these CCA signature events to students and the UH community.

Action Step B: CCA will explore ideas of incorporating unique cultural aspects to enhance cultural education, social interaction, and accessibility at all signature events. CCA will do this by creating a focus group with representatives from different departments (i.e., Center for Student with Disabilities, Urban Experience Program, Center for Diversity, and Inclusion).

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

STATUS: *Achieved.* CCA has created individual webpages for signature events such as Cultural Catwalk during Culture Connect week with Center for Diverse and Inclusion, Cultural Explosion during International Education Week, and Loteria Night during Frontier Fiesta.

UH Strategic Goal #2: Student Success UH will have a student profile consistent with a nationally competitive public research university by creating an environment in which student success can be ensured.

Strategic Initiative 4: Improving and implementing innovative marketing strategies to increase CCAs brand awareness to students, faculty and staff, alumni, and the Houston community.

Action Step A: CCA will create a monthly email newsletter to promote CCA member organization events and share cultural and diversity-related workshops.

Action Step B: CCA will establish and maintain a tagline of “Share Community. Celebrate Culture.” on all marketing items.

DSA Strategic Initiative R.1: Evaluate resources to identify opportunities for efficiency, improvement, and transformation.

STATUS: *Partially Achieved, ongoing.* CCA followed the tradition of utilizing a newsletter for all students on campus to increase marketing that visually reflects culture on campus. CCA has implemented the tagline of “Share Community. Celebrate Culture.” on their promotional T-Shirts.

UH Strategic Goal #2: Student Success UH will have a student profile consistent with a nationally competitive public research university by creating an environment in which student success can be ensured.

Question 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 exists, discuss the number of persons 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 this data.

Assessment: CCA conducts assessment by (1) sending out surveys to our member RSOs; (2) collecting feedback from RSOs after each CCA sponsored events in the form of a “Event Receipt Submission; (3) sending out post-event surveys at the end of our Signature Events to attendees and volunteers.; and (4) tracking attendance via Event Pass.

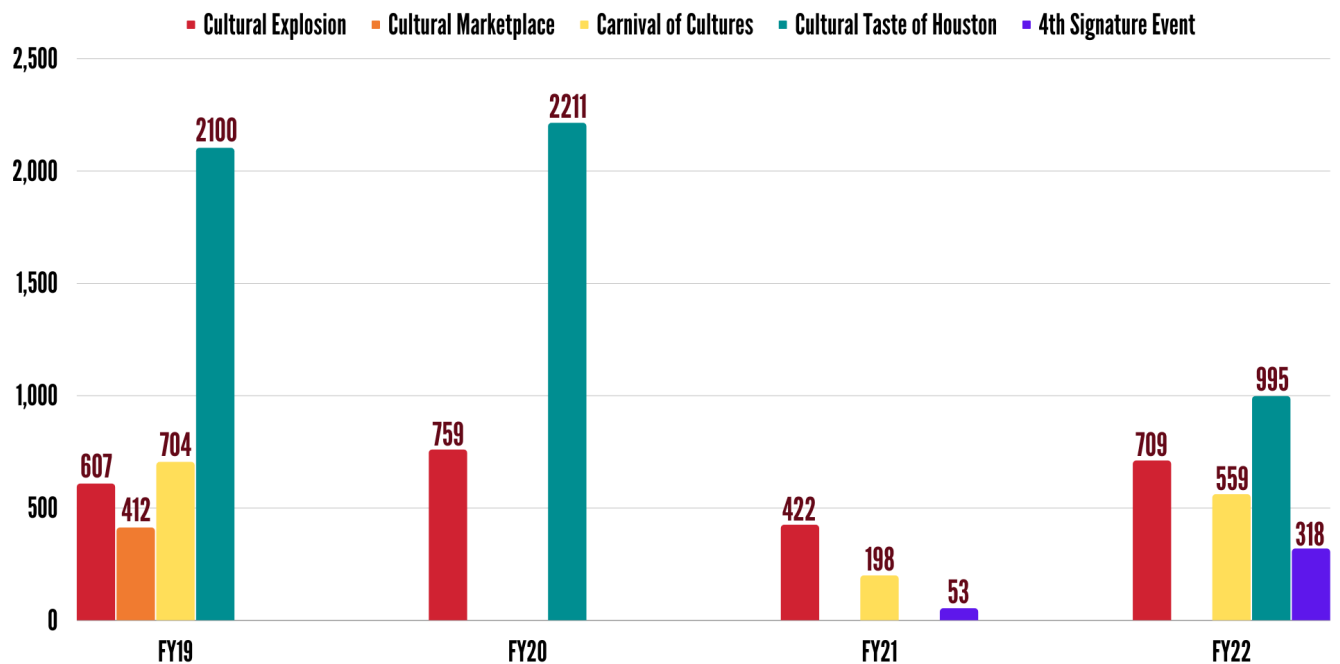
Through these assessments, we learned that RSOs needed more help in navigating university policies and when requesting co-sponsorship. The CCA Liaisons are present for any RSO registered as a member organization under CCA and seeking help in the process. The CCA co-sponsorship experience was essential for the planning and execution of their events.

Success: CCA evaluates success through (1) number of collaborations with departments and university sponsored organizations; (2) number of approved co-sponsorships; (3) attendees for signature events; (4) quality of member organizations co-sponsorship experience; (5) social media follower count (2899); and (6) total number of CCA Member Organizations (both returning and new). Detailed numbers below:

Number of Member Organizations	22
Number of Collaborations with Departments, University Sponsored Organizations	1
Number of Approved Co-Sponsorships by CCA	30
Number of Expended Co-Sponsorships by CCA	22*
Number of Signature Events	4

* During FY22, 8 organizations did not send in purchasing request documentation (ex. receipts), have their Co-Sponsorships expended and paid out to their organization.

Attendance: Due to Covid-19 guidelines being lifted, CCA was able to maintain the popularity of its 4 signature events with the return of students and in-person programming on campus. Although numbers are lower than pre-covid years, there is still an obvious need and want for cultural programming on campus. Additionally, CCA plans to strategically market to increase engagement and participation across their signature events. Our fourth signature event changes every year due to the needs of the student community. In FY22 it was Cultural Catwalk, a cultural fashion show that highlighted different countries and their traditional wear, during Culture Connect Week.



With the return to campus, attendance for signature events increased from FY21; while collaboration efforts with other departments and USO's decreased. CCA plans to partner with other USO's such as the Activities Funding Board, and areas like Student Life to strengthen partnerships. CCA continues to serve as a resource and platform for cultural-oriented Registered Student Organizations and provide meaningful cultural events and experiences for the UH community.

Question 5

Please discuss any budget or organizational changes experienced since your last (FY2021) 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.

CCA did not experience any budget or organizational changes since our last SFAC request.

Question 6

If your unit concluded FY2022 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.)

Total Funds to be Returned: \$61,938.00

- **RSO Co-sponsorship/M&O:** As CCA and the UH community transitioned to their first year back on campus, student organizations had to adjust to new in person programming guidelines and navigate transitions within their organizations. As a result, the amount of funding requested was lower than in previous years. CCA plans to do their due diligence in educating RSO's about co-sponsorship and additional resources they provide, to increase the amount of funding requests during FY23. Additionally, funds spent for 2022 Cultural Taste of Houston - Fall, held at the end of the FY22 were submitted and processed during period 998, but unfortunately did not hit our FY22 budget. These expenses totaled \$15,822.00 and would have brought our total fund balance down to \$46,116.00.
- **Student Wages:** CCA had multiple vacant positions throughout FY22. As a result of this hiring gap, some of the money allocated to salaries went unused. The amount of student wages that were not used, was \$27,222.00. Currently, CCA has a full board and plans to utilize all funds allocated.

Question 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 Values 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: Increase RSO's reach and understanding within the University of Houston community and encourage leadership building. Support student leaders through connecting them with resources and development opportunities.

Action Plan A: Encourage Registered Student Organization Leaders to attend Leadership Workshops hosted by the Center for Student Involvement like SOLAR, SOLD, RISE, etc.

Action Plan B: Assist Registered Student Organization Leaders in navigating Get Involved and features such as Event Registration, Room Reservation, through general body meetings, with registered member organizations.

DSA Strategic Initiative: Engage all students to intentionally develop leadership qualities, critical thinking and communication skills, diversity competencies, and personal growth.

UH Strategic Goal #2: Student Success UH will have a student profile consistent with a nationally competitive public research university by creating an environment in which student success can be ensured.

Strategic Initiative 2: Increase CCA's reach through the efficient use of social media.

Action Plan A: Increase the use of social media and video platforms, through new platforms and consistent posts, to reach more UH students.

Action Plan B: Connect the board with students by being approachable and open to creating connections with students. CCA will do this by bi-weekly communication and

regular check-ins, in addition to networking opportunities through mixers and information sessions.

Action Plan C: Continue the use of CCA's monthly newsletter in order to enhance outreach and communication from CCA to the UH community.

DSA Strategic Initiative: Enrich the sense of connection, belonging, and shared UH identity among all students.

UH Strategic Goal #2: Student Success UH will have a student profile consistent with a nationally competitive public research university by creating an environment in which student success can be ensured.

Strategic Initiative 3: Collaborate with various departments on campus to enhance the student experience.

Action Plan A: Collaborate with campus departments like the Center for Diversity and Inclusion, Center for Student Empowerment, Language and Culture Center to promote cultural awareness, diversity, and inclusion at UH.

DSA Strategic Initiative: Educate and empower campus partners to be our advocates.

UH Strategic Goal #2: Student Success UH will have a student profile consistent with a nationally competitive public research university by creating an environment in which student success can be ensured.

Question 8

Recognizing that the potential to generate additional Student Service Fee income for FY2023 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 FY2023 base Student Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made.

A 3.5% cut to the CCA budget would be \$5,989.00. To accommodate this cut CCA would:

- **Eliminate Cultural Fiesta (\$4,000)** as a program that CCA puts on during Frontier Fiesta, however it would decrease cultural programming and representation from Frontier Fiesta, as a whole.
- **Remove an additional \$1,989.00 from the budget**, which would decrease CCA's efforts to market for their signature events and outreach to new demographics in the UH community. Additionally, it would remove allocated funds for the 6% administrative charge.

A 5% cut to the CCA budget would be \$8,555.00 To accommodate this cut CCA would:

- **In addition to removing Cultural Fiesta as a program, CCA would remove \$4,555.00 from the budget**, which would hinder CCA from marketing for their upcoming signature events, provide retreats and training for their board, and opportunities to collaborate with campus entities. These funds would take away from the general operating of the board and lessen CCA's impact on campus. Additionally, it would remove allocated funds for the 6% administrative charge.
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A 7.5% cut to the CCA budget would be \$12,833.00 To accommodate this cut CCA would:

- **In addition to eliminating Cultural Fiesta as a program, CCA would remove an additional \$8,832.65 from the budget.** Removing an estimated amount of \$12,833.00 from the budget would completely cut CCA's ability to market for their signature events, collaborate with other campus departments and organizations such as Student Life and

Center for Diversity and Inclusion, and limit the amount events their respective impact on campus. Additionally, it would remove allocated funds for the 6% administrative charge.

Question 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.

CCA only generates revenue from the Cultural Taste of Houston event during the Fall and Spring Semester by selling Taste Tickets. During the Fall semester, tickets are sold at \$5 each with the value of the sample being \$9 each, while during the Spring Semester, tickets are sold at \$1 each with the value of the sample being \$2 each. Although they are both cost-recovery efforts, it is to help reduce cost per student to enjoy this one-of-a-kind cultural event.

Question 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.

The University of Houston has many different organizations and departments working towards cultural and diversity-related awareness. The Center for Diversity and Inclusion (CDI) is one such department that does an amazing job at addressing diversity and inclusion related issues through educational programs and initiatives. CDI focuses on educating students directly while CCA highlights student organizations to expand their reach through their cultural programming.

The University of Houston also houses a substantial number of cultural registered student organizations that target specific groups of students to experience their unique cultures and traditions. The Activities Funding Board (AFB), a funding agency of SFAC, provides funding resources to registered student organizations of all kinds at the university. While AFB and CCA both provide financial support for programs or events at the University of Houston, CCA is distinguished in the fact that we provide our co-sponsorship experience for RSOs. The co-sponsorship experience is comprised of one-on-one event planning, assistance through assigned liaisons that help RSOs understand the process of event planning, along with UH policies and only focuses on supporting events that promote cultural awareness. CCA can provide leverage to underrepresented cultural RSOs that require the support and the exposure that they deserve through marketing assistance. We also do not co-sponsor any event or program that is not free and open to all UH students.

Additional differences between CCA and AFB include:

- CCA will only fund culturally-based programming or events following university guidelines, while AFB will fund any program that follows university guidelines.
- For CCA, there is a \$5,000 limit per year for member RSOs, and a \$2,500 limit per year to nonmember RSOs, while for AFB, there is a \$3,000 limit per academic year for all organizations

CCA and AFB work together efficiently utilizing the Finance Tool on Get Involved to ensure that a single RSO is not funded by both organizations for the same item at the same event.

CCA is a unique organization that concentrates its efforts on diverse programming for students to increase their exposure to and learning about the many diverse cultures represented at the University of Houston. CCA believes that it is truly a one-of-a-kind organization dedicated to providing representation of a variety of cultures through social and educational activities, not only on-campus but in the Houston community.

STUDENT SERVICE FEE Questionnaire

Name of Unit:
Dept#:

	FY 2024	FY 2024	FY 2024	FY 2024
Funding Sources	Base Budget	Amount of 3.5% Reduction	Amount of 5.0% Reduction	Amount of 7.5% Reduction
Student Service Fees- Base Budget	171,102	5,989	8,555	12,833

Expenses		Amount of 3.5% Reduction	Amount of 5.0% Reduction	Amount of 7.5% Reduction
Salaries and Wages				
Full-time Employee Salaries				
Student Workers Wages				
Graduate (GA/IA) Students Wages				
Fringes		-	-	-
Salaries/Fringes Total		0	0	0

Other Expenses					
Programming (Cultural Fiesta)		4,000	4,000	4,000	
Marketing		1,650	4,071	4,000	
Collaborative Events with Campus Departments				4,106	
Admin Charge	Enter %	6%	339	484	726
Other Expenses Total			5,989	8,555	12,832
TOTAL EXPENSE			5,989	8,555	12,832
Amount left to allocate			(0)	(0)	0