



**SFAC PROGRAM
QUESTIONNAIRE
FY2023**

Chair: Bailey Payne

Vice Chair: Tyriana Terrell

SFAC Questionnaire

- 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.**

Frontier Fiesta is a student led spring tradition that was established in 1939. It began as a festival to promote the University of Houston when the University first moved from downtown Houston to its present location. Frontier Fiesta has grown into a diverse showcase of the talents of the University of Houston's student body. Each year, students from various student organizations volunteer and assist the Frontier Fiesta Association in transforming a piece of our campus into a fully functional town called "Fiesta City." This event is a major production that takes the cooperation of the students, staff, faculty and community of the University of Houston.

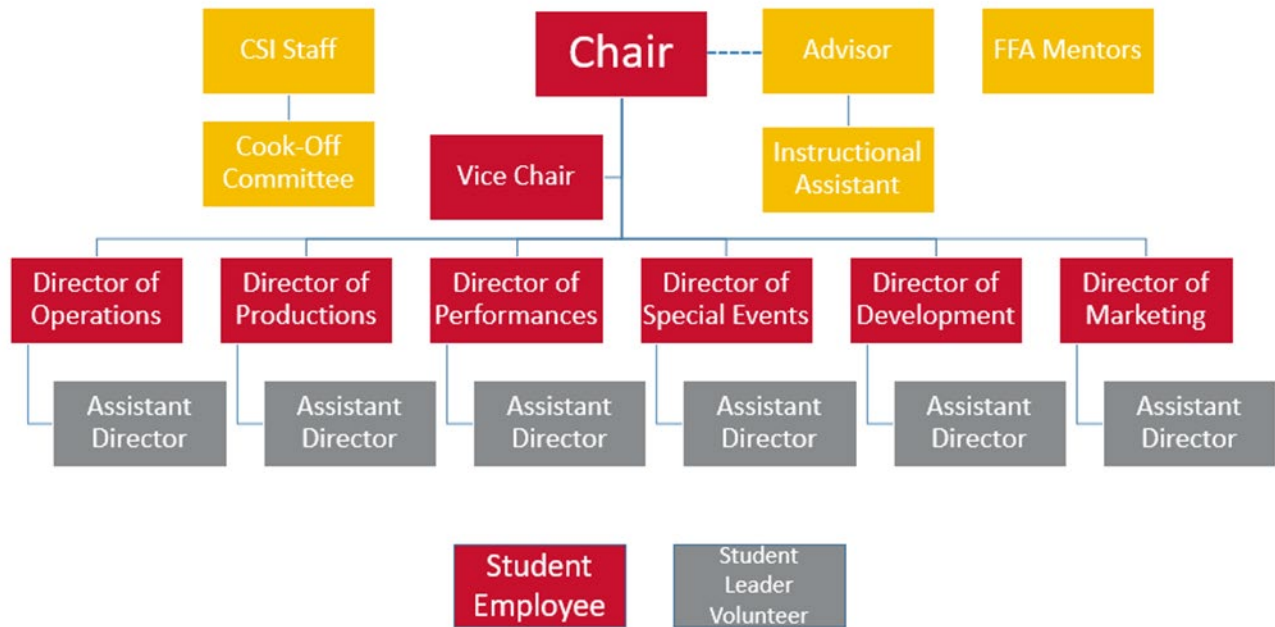
Our Mission:

Frontier Fiesta Association (FFA) creates and executes the University of Houston's oldest and longest standing programming tradition. Our mission is to unite the student body, faculty, staff, alumni, and Houston community for a three-day western themed event. We strive to provide a low to no cost event to attendees that embraces our diversity, strives for inclusivity, and provides a place where everyone can come together and feel like they belong.

Frontier Fiesta is comprised of a Board of Directors; eight student leaders that over the course of 10 months (with the assistance of advisors, mentors, alumni, faculty and staff) plan, program, and execute the largest fee-funded event at the University of Houston. Aside from the Board of Directors, FFA collaborates with an incredibly broad range of campus partners such as the Division of Student Affairs (DSA), our fellow university sponsored organizations and other registered student organizations.

At Frontier Fiesta, we provide our stakeholders, all 20,000+ attendees, and patrons a place where everyone can feel like they belong. Without funding from SFAC, the size and scope of Frontier Fiesta would be significantly diminished. To help the longest standing and oldest programming tradition here at the University evolve to meet the needs and expectations of our students, we need your help. The University of Houston's populace partakes in a unique experience where students and community members are given the opportunity to enjoy carnival rides, concerts, programmed events and carnival booths all on campus grounds. Through this distinctive event, FFA continues collaborations with various campus entities, thus introducing students to more registered student organizations, University of Houston departments, and Alumni than any other student programmed event on-campus. Furthermore, Frontier Fiesta is filled with school spirit, pride, and history. From appearances by President Khator and university administrators, performances by the Spirit of Houston (which includes our cheerleaders, mascots, and bands), Cultural Showcases and Live at 5 programs, variety shows by student organizations, and carnival booths run by RSOs and Greek life represent great examples of what the University of Houston community may experience throughout the three days.

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.



3) List your unit's strategic initiatives and action steps identified for the 2021-2022 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.

DSA Plan (<http://www.uh.edu/dsaes/about/strategic-plan.html>)

UH Goals (<http://www.uh.edu/about/mission/>)

FFA Strategic Initiative 1: Encourage sustainable leadership qualities and develop personal growth throughout the Frontier Fiesta Board and members.

Action Step 1: Intentionally promote on campus professional development opportunities such as SOLAR and LeadUH programs to members and board officials.

Status: Achieved: The Frontier Fiesta Association continues to work with the Center for Student Involvement to promote various professional development opportunities offered to student leaders such as SOLAR to both board members and volunteers. Board members and volunteer members are encouraged to participate in upcoming LEADUH workshops offered by CSI each week during the FFA board meetings. Last year, board members also participated in additional programs like Pathways with more than half the board participating in a leadership workshop throughout the year. This will continue to be a practice.

Action Step 2: Improve on-boarding training and transition of assistant directors to develop into potential directors. This includes implementing a 360 evaluation for all board members to discuss strengths and weaknesses with the advisor present.

Status: Adjusted: As a result of a delayed hiring of the board of directors and low number of applications, Assistant Directors were on boarded later than usual and, as a result, received training per position instead of comprehensive training. The Frontier Fiesta Association is working to create comprehensive training for Assistant Directors once they are selected for FY 23 to improve the likelihood of retaining Assistant Directors as potential board members.

Action Step 3: Engage students past their assigned positions to ensure that they gain knowledge of the different ways leadership can be applied.

Status: Achieved: Board members from the Frontier Fiesta Association have gone on to hold executive leadership roles in other student organizations on campus, and have become leaders on campus in other areas such as orientation team. Other board members have graduated and pursued professional school and full time employment.

DSA Strategic Initiative – Student Success: 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.

FFA Strategic Initiative 2: Maintaining a collaborative culture to continue expanding diversity and inclusivity throughout the event while maximizing our resources and budget.

Action Step 1: Contact Registered Student Organizations (RSOs) and residential communities, at their earliest convenience, to raise awareness of their potential participation (through variety shows or carnival booths) giving them enough knowledge and time to plan, implement, fundraise, and/or reach out to other possible resources that can help support them monetarily like the Activities Funding Board (AFB) and the Council for Cultural Activities (CCA).

Status: Achieved: The FFA reached out to several RSOs in the fall semester and collaborated with 15 different RSOs on carnival booths over the course of the event. The FFA also collaborated with 14 Greek Life organizations on 7 variety shows. In addition to those collaborations the Frontier Fiesta was able to host events with CCA, the LGBTQ Resource Center, and the National Pan-Hellenic Council.

Action Step 2: Engage with different college departments, alumni, and committeemen to further discuss future programming ideas to increase involvement and provide their organizations a means of getting involved and attaining funds through varying forms of low to no cost programming.

Status: Achieved: In collaboration with the Student Centers and Student Housing and Residential Life, Frontier Fiesta hosted the Cougar Casino. Frontier Fiesta also hosted Drag Loteria with the LGBTQ Resource Center, and partnered with the Center for Fraternity and Sorority Life to bring the NPHC Step Show to fruition with low to no cost for the participating organizations.

DSA Strategic Initiative – Partnerships: Forge and strengthen partnerships to expand our reach into the university and greater community.

DSA Strategic Initiative – Resources: Evaluate, actively pursue, and leverage resources to enhance the UH experience.

UH Strategic Goal 6: UH will build a resource base that enables it to accomplish its mission and realize its vision.

FFA Strategic Initiative 3: *Increase target marketing and retention of participants at Frontier Fiesta to promote and focus on first time attendees.*

Action Step 1: Focus on developing more targeted and personable approaches while implementing a detailed and effective marketing plan to attract students, faculty and staff, alumni, and the Houston community.

Status: Achieved: The Frontier Fiesta Association developed a plan that included the use of interactive Instagram story posts, tabling in the Student Center, educating other campus leaders about the event, and sending a message to the campus from the Fiesta Chair, to engage with and attract patrons to Frontier Fiesta. In particular, on site posting to Instagram proved to be an engaging component during the event with 5,971 likes on our most successful post.

Action Step 2: Provide pre and post event assessments to provide FFA a consensus of what to work on and provide at Frontier Fiesta throughout the years to come.

Status: Adjusted: The Frontier Fiesta Association distributed a survey to attendees after the 2022 event to gauge which activities were popular and which activities students would like to see at future events. Items like the mechanical bull were particularly well liked, which was corroborated by engagement on social media highlighting this attraction.

Action Step 3: Provide new additional programs and activities that cater to all students giving them a sense of belonging in Fiesta thus urging them to stay for the duration of the event all three days.

Status: Achieved: the Frontier Fiesta Association hosted a number of events at Frontier Fiesta including the NPHC Step Show, Latin Night, Drag Loteria in collaboration with the LGBTQ+ Resource Center, and Cultural Fiesta in collaboration with CCA. Frontier Fiesta also included a diverse lineup of student, local, and professional performers offering a wide variety of musical acts over the course of the three day event. In addition to those events Frontier Fiesta also provided other activities such as a roller rink, and photo booths to help create an engaging experience where students feel welcome at Fiesta.

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

DSA Strategic Initiative – Student Success: Enhance assessment of student success by defining measures at the departmental and divisional level with focus on the impact of our programs and services.

UH Strategic Goal 5 – Local and National Recognition: UH will be known for its accomplishments locally and nationally.

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 the method for collecting these data. If available, please provide program benchmarking data from comparable institutions.

Attendance

Attendance from Frontier Fiesta 2022 showed promise during its first year back in its traditional form since the onset of the COVID-19 Pandemic. Over the course of the three day event Frontier Fiesta had 14,811 attendees with 3,391 attendees on the first day, 3,536 attendees on the second day, and 7,884 attendee on the final day. The Frontier Fiesta Association plans to work to continue to increase this as we reestablish this campus tradition.

Benchmarking

FFA sought out comparable events and activities across the United States and found only a few two to three-day festivals that were funded by universities and that were led by student organizations. Schools that have similar events include Carnegie Mellon University Spring Carnival, Middlebury Winter Carnival, Thurtene Carnival hosted by Washington University in St. Louis, and Spring Fling at the University of Pennsylvania. All of these events have either a carnival ride component, or a concert component but not both. Although similar, there are no comparable events located in the southern region of the United States. Additionally, these institutions are not comparable in size or scope to the University of Houston.

Debrief Meetings

Following the week of events each year, FFA conducts debrief meetings with key stakeholders, multiple organizations and departments that participate in the event. Continual implementation of this process has provided FFA with constructive feedback detailing what went well and where improvements could occur for future events and activities.

5) Please discuss any budget or organizational changes experienced since your last (FY2023) 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 FFA typically works throughout the year to secure a number of event sponsorships in order to enhance the offerings at Frontier Fiesta from companies such as Silver Eagle Distributors, TDECU, Avenue 360, Food Town, Riddle and Bloom, and more help to fund additional activities that are not supported by base augmentation and one-time SFAC funds.

In addition to this, we request financial support from alumni and event supporters each year to help support the longevity of the event.

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.).

Frontier Fiesta conclude FY2022 with a Fund Equity of \$2,183.00.

7) Please list your 2020-2021 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.

FFA Strategic Initiative 1: Identify ways to increase inclusivity and involvement of various RSOs, campus departments, and community members in programming at Frontier Fiesta while reflecting the student body.

Action Step 1: Create intentional and specific targeted outreach to RSOs and residential communities to enhance the perceived ability to participate in variety shows.

Action Step 2: Continue to enhance inclusive programming offerings to reflect the diverse student body by working with campus departments and organizations such as The LGBTQ Resource Center and National Pan-Hellenic Council.

DSA Strategic Initiative – Student Success: 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.

FFA Strategic Initiative 2: Foster an environment of teamwork and open communication to help FFA board members feel supported in their role and increase board member retention.

Action Step 1: Encourage team bonding and understanding between board members through board retreats in both the fall and spring semesters, 1:1s, and weekly board meetings in an effort to retain student leader involvement from year to year.

Action Step 2: Devise and implement a plan to ensure that all board members feel supported by both the Chair and Advisor, and create a schedule to check in on each board members progress to address any questions or concerns they might have. This may be accomplished through one to one and group meetings to check progress while ensuring support.

DSA Strategic Initiative – Student Success: 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.

FFA Strategic Initiative 3: Develop plans to enhance engagement with sponsors and event supporters to increase income opportunities for the event.

Action Step 1: Continue to develop and enhance relationships with current and long-standing sponsors through establishing regular communication updates throughout the year leading up to the event.

Action Step 2: Identify new sponsorship areas at Frontier Fiesta and outline sponsorship benefits for such areas to increase income generation.

DSA Strategic Initiative – Partnerships: Forge and strengthen partnerships to expand our reach into the university and greater community.

DSA Strategic Initiative – Resources: Evaluate, actively pursue, and leverage resources to enhance the UH experience.

UH Strategic Goal 6: UH will build a resource base that enables it to accomplish its mission and realize its vision.

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 FY2021 base Student Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made.

If a 3.5% reduction were to occur, Frontier Fiesta would be cutting \$6,617.00 of base funds. These cuts would directly impact Frontier Fiesta's marketing efforts. Specific cuts would negatively impact Frontier Fiesta's ability to purchase physical marketing collateral such as yard signs, banners, and other print marketing. Such a budget cut would also limit the number of t-shirts and other giveaways that FFA would be able to provide which are used to encourage students to attend the event. There would also be some cuts to the programming available at the event located at the programming pad which are available for all attendees.

If a 5% reduction were to occur, Frontier Fiesta would be cutting \$9,453.00 of base funds. In addition to the cuts mentioned above, a further \$500.00 would be cut from event marketing as well as cuts to performers on the Bud Light stage. These diverse performers are local and regional talent which provide entertainment throughout the course of the event and have performed on Throwback Thursday and Latin Night during Frontier Fiesta.

If a 7.5% reduction were to occur, this would equate to a deduction of \$14,179.00 of base funds. This would result in a further \$500.00 being cut from event marketing as well as cutting event t-shirts in total. This level of reduction to base funding would also result in further reductions to event programming at the programming pad as well as all paid local, professional level talent. This would significantly impact the quantity and quality of programming and benefit that Frontier Fiesta would be able to provide the student body.

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.

Frontier Fiesta funding is unique in its size and scope compared to other student-fee based organizations. Being such a large event on campus, FFA is not able to operate without the support of a wide variety of funding sources. As a result, the organization annually reaches out to multiple sources of external funding. These sources of funding include alumni donations through our Committeemen Program, partial recuperation of costs from variety shows, carnival booths, and cook-off. As a part of our efforts to engage the Houston community and enhance our programming efforts, the Frontier Fiesta Association also seeks out corporate sponsorships. Our traditional event attracts upwards of 20,000+ attendees over a three-day period which offers the opportunity for corporations to receive significant publicity at the event. Opportunities for corporate sponsor logo placement at Frontier Fiesta includes event t-shirt, advertising in our official Gazette newspaper, as well as banners placed on the entrance of the event. Specific benefits of sponsorship are tiered, based on the cash value of donations or in-kind gifts provided. In addition to corporate sponsorships, FFA has the Frontier Fiesta Alumni Association that continues to strengthen ties with past Frontier Fiesta members and the current Frontier Fiesta team. The Frontier Fiesta Committeeman program consists of Frontier Fiesta alumni and friends. The program, in years past, has consisted of yearly and lifetime committeemen. Alumni provide donations throughout the year and participate in Frontier Fiesta activities.

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

Frontier Fiesta is uniquely placed to plan and implement a three-day western themed festival for the University of Houston community, therefore there are currently no overlap within Frontier Fiesta and other units.

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
Amuount left to allocate		(0)	(0)	0

Appendix

1. Frontier Fiesta Proposal for FY 2023
2. Proposed Map for Frontier Fiesta FY 2023

Frontier Fiesta 2023 Proposal

Overview

As the longest standing programming tradition at the University of Houston, Frontier Fiesta has established itself as an integral part of campus life. Since its return to campus in 1991, Frontier Fiesta has experienced a number of changes including its location, makeup of the student board, and level of staff support, among others. In the past, Frontier Fiesta has maintained a balance of new and returning student leaders. This provided valuable continuity in both knowledge and experience from one year to the next. A majority of current students have not seen Frontier Fiesta as it was prior to the pandemic, resulting in the loss of this continuity. As a result, this program receives strong support from the staff in the Center for Student Involvement due to the amount of planning, knowledge, and labor that is required to execute the event.

The construction of a new athletic facility beginning in summer 2023 will greatly reduce the size of the current event area. Since moving back to the TDECU Stadium Parking lot after 2019, Frontier Fiesta has occupied both Lots 12A and 12B. The new construction will result in the loss of Lot 12B. Without other feasible locations on campus, Frontier Fiesta will be forced to reduce the offerings of the event to fit a smaller footprint, as shown on the included map.

Last and possibly most significant, the change in our students of today, in comparison to our alumni and past student leaders, has the deepest impact. Perhaps more apparent due to the pandemic, our student leaders are balancing a great number of responsibilities including jobs, family obligations, internships, and classes. We are finding that being a student leader is not, and cannot, always be their primary form of income and involvement. Due to this, we are challenged to find students that are able to commit the number of hours and execute the required strenuous physical labor that is necessary throughout the build period, event, and tear down (16 days at approximately 10-12 hours per day).

Given the smaller available space for Frontier Fiesta, lack of student capacity for the events demands of the leadership roles, and continued increases in expenses, the following proposal was created.

Variety Shows

Traditionally, variety shows build fronts and host recurring shows 3-4 times each day during the event. In order to do this successfully, the student organizations (typically Greek-lettered organizations) must give up their spring break to build the fronts and significant time during the event for performances.

Proposal:

- Variety Shows will perform on the main stage two to four times total throughout the event.
- Eliminate the variety show tents and the necessity for teams to design and construct fronts for their shows.
- Explore ways to showcase a backdrop or banner behind each team as they perform on the main stage.

Benefits:

- Relieve students from this level of responsibility and commitment allowing them to enjoy the tradition with their peers, alumni, and community.
- Significant cost savings, as it will eliminate multiple tents complete with audiovisual systems, stages, and chairs.

- Increase accessibility for more student organizations to participate with reduced financial, time, and physical responsibilities.

Reduced Footprint of Site/Parking Lots

In response to the new athletic facility being constructed, we will adjust the site map for Frontier Fiesta in 2023 to prepare for the future. With the elimination of variety show fronts at the entrance of site and the loss of lot 12B, all other aspects of Fiesta City will be moved toward the event entrance, as shown on the included map.

Proposal:

- The main stage will be placed at the end of the parking lot near Scott Street, with the headlining concert on Saturday to remain in TDECU stadium.
- Reduced area for programming and carnival booths in the middle of the event.
- Carnival rides will be moved toward the main stage and would be reduced to one or two rides, in comparison to three to four.

Benefits:

- Help alleviate the perception that Frontier Fiesta is solely for Greek students as it will not be the first thing attendees see as they enter the event.
- There will also be significant cost savings as there will be less space available for programming (i.e. roller rink, inflatables, etc.) and amusement rides.

Front Construction

Currently, the Fiesta City includes seven fronts that serve as the face of the tents to create the appearance of a western city. These fronts are stored in a nine-bay section of a warehouse located in Technology Bridge and maintained throughout the year. Beginning the first Saturday of Spring Break, student leaders and CSI staff transport them to site to construct, paint, and decorate them during Build Week (12 days). They are then torn down and transported back to the warehouse on Sunday following the event (1 day). The existing process requires an extreme amount of demanding physical labor and time.

Proposal:

- Replace the current fronts with prefabricated fronts, similar to the Cougar Casino, and hire University of Houston Facilities or an outside vendor to construct and tear down these prefabricated fronts each year.
- When handled and stored properly, these fronts can last upwards of 10 – 12 years, as opposed to the current 4 – 5 years.
- These fronts could be stored in a smaller area, allowing for a reduction of the current \$38,000 warehouse rental expense.
- With a professional company installing these fronts, Frontier Fiesta would reduce the length of parking lot rental, saving additional costs.
- Additional funds would be saved through reduction in fencing, labor, paint, decoration, security and other means.

Benefits:

- Although this would be a larger one-time expense for the initial pre-fabrication, after the first year, it will result in significant cost savings.
- There is an inherent and notable reduction in risk in hiring professionals for the front construction. Those currently executing this work have learned through experience and peer to peer training and are not training professionals.
- As a result of the heavy labor and extensive time that is required, it has become difficult to recruit and retain student leaders, staff, and volunteers for Build Week and Frontier Fiesta.

Frontier Fiesta Student Board

The Frontier Fiesta Board consists of eight positions. These positions range from chair to event planning to working with student organizations on partnerships. In many of the proposed changes, the board responsibilities would need to be reconsidered and realigned with future events. For example, there may not be a need for a Director of Operations with a smaller footprint and pre-fabricated fronts. There may be a need to adjust or combine roles for the Director of Productions with variety shows moving to the main stage. Most importantly, it provides the student leaders the opportunity to focus on executing the event, building relationships with other student organizations, providing quality programming, and marketing this long-standing tradition.

In the past, being a Frontier Fiesta student leader was an integral part of the boards' student life identity. As can be seen in our alumni, it was a defining experience that carried them through a majority of their collegiate experience. It is evident that our students have evolved and the pandemic has impacted each of us. Student leaders are looking for a different experience. One that allows them to navigate and maintain responsibilities outside of their involvement. These propositions will provide the Frontier Fiesta Board the opportunity to continue this beloved tradition, without compromising other aspects of life, including mental and physical wellness.

Map of Frontier Fiesta Site

