

UNIVERSITY of HOUSTON
HOMECOMING

Student Fee Advisory Committee Questionnaire FY 2024

Chair: Josiah Wintour

Vice Chair: Kennedy Lott

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.

Our Mission

The Homecoming Board will provide effective management, constructive program implementation, and worthwhile service for the community in order to develop quality, entertaining, and educational programs that enhance student life at the University of Houston during Homecoming Week.

Executive Summary

As one of the University of Houston's oldest programming traditions, Homecoming week exemplifies unity between students, staff, faculty, alumni and the surrounding community. The Homecoming Board plans and executes a week of events for the overall UH community to come together and showcase school spirit here at the University. Through various events including the Kick Off Pep Rally, Bed Races, and Strut Your Stuff, Homecoming generates feelings of excitement, amplifies school pride and brings overall fun to students. Additionally, the Homecoming Board engages the student body in an effort to create lasting memories at the University of Houston and provides alumni with an excellent way to stay connected with their alma mater.

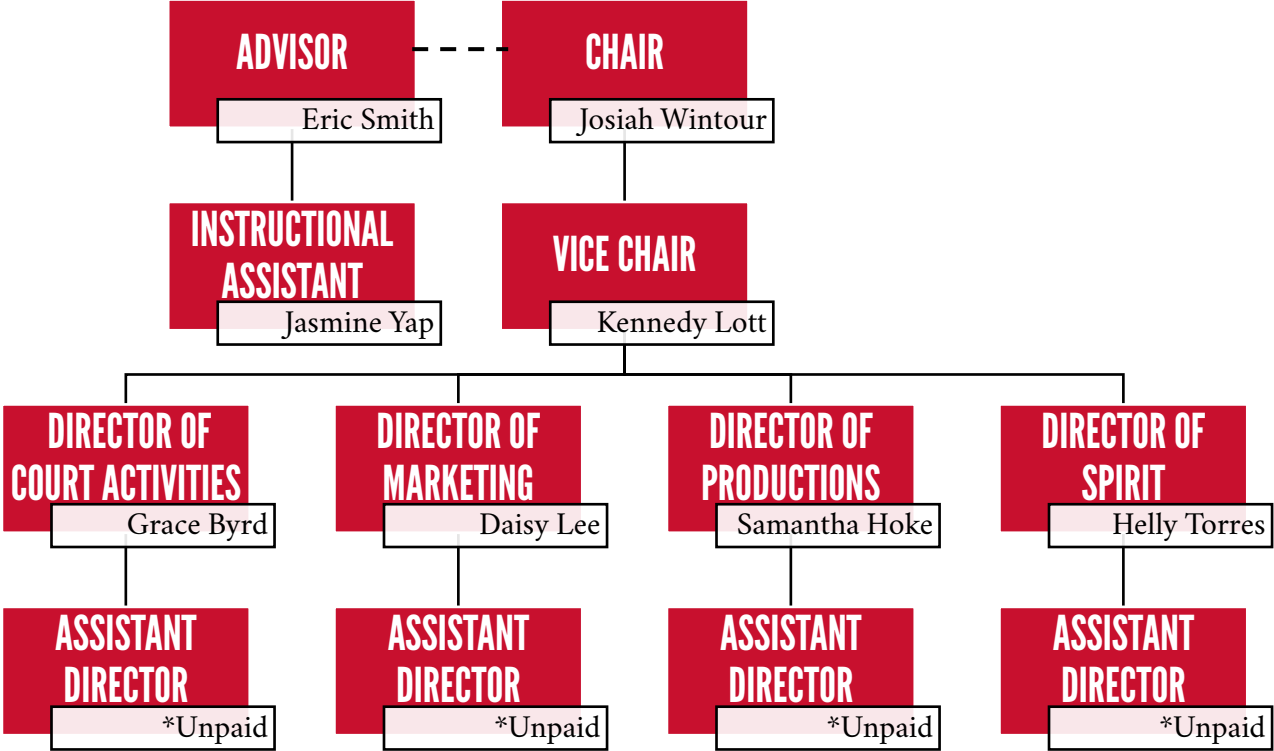
The Homecoming Board is a Tier One organization that works to include the values of tradition and inclusion into programming quality events for UH students. Homecoming has the ability to impact students' college experience through opportunities for engagement and involvement. The Homecoming Board strives to make each year unique for each member of the UH community with a creative theme, new and traditional events, innovative ideas, and by including multiple and new stakeholders on campus. The Homecoming Board provides activities outside of the classroom, works to increase overall satisfaction with student life on campus, and instills pride for the University of Houston.

The Homecoming Board also builds connections and relationships between the student body and alumni. The Homecoming Board contributes by engaging students and helping them become active alumni who continue to impact campus vibrancy well beyond their time at UH. Staff and faculty are invited to interact with students by judging, Spirit Cup events, volunteering, and also by just enjoying each of our events throughout the week.

The Homecoming Board is uniquely positioned to serve the diverse student body because of its ability to provide a common experience for every member of our community that includes many different types of opportunities for students to claim as their own.

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.

HOMECOMING BOARD ORGANIZATIONAL CHART



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.

Strategic Initiative 1: Continue to plan inclusive events by engaging with campus departments, colleges and organizations that have yet to be represented during Homecoming Week.

Action Steps:

- Reach out to prominent organizations who do not historically participate in Homecoming virtually, by scheduling informational sessions with them via CFSL, the Center for Student Involvement, or email.
- Create a survey to send to the student body, to incorporate student-owned and locally owned businesses into the week of Homecoming.

Status: Accomplished – During the academic year, the Homecoming Board developed and created Homecoming info sessions for organizations that have not historically been a part of the organization on campus. For future years, we plan to enhance and grow attendance for info sessions and tabling to ensure the experience we provide is maximized across campus. The Homecoming Board was also able to support local businesses and alumni through the contracted DJ, operations vendors and novelty acts throughout the week of events.

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

Strategic Initiative 2: Strengthen the relationship with the University of Houston and Homecoming Board Alumni by including them in more events throughout the Homecoming Week of Events.

Action Steps:

- Organize meetings between current and past Homecoming Boards to receive feedback and generate innovative ideas.
- Create programming with notable alumni and current faculty/staff alumni to share their experiences at the University of Houston.
- Develop Facebook group or GroupMe for Homecoming Board Alumni and current Board members to connect.

Status: Deferred – Due to the delayed timeline of the Homecoming hiring process due to lingering impacts of COVID-19 on student leadership experiences, developing further alumni programming was not possible during the time available. However, the Homecoming Board plans to continue to work and develop a strategic plan to connect past Homecoming Board Alumni and the UH Community to campus life. During this current year, the Homecoming Board has worked with the

University of Houston Alumni Association to connect with previous student leaders and highlight them and their experiences on the Homecoming web page.

DSA Partnership Initiative 5: Promote **alumni** engagement and support for division initiatives in cooperation with Advancement.

Strategic Initiative 3: Creating a sense of unity among the student body through spreading tradition, history, and values.

Action Steps:

- Create virtual programming campaigns to inform the student body of UH and Homecoming history.
- Collaborate with other campus traditions and prominent organizations, such as Frontier Fiesta, Student Program Board, and the Metropolitan Volunteer Program in the effort to spread campus pride.
- Create a campus wide Homecoming experience by getting 10 organizations/ department sponsored student groups to participate (cub camp, CDI REACH ambassadors, etc)
- Develop programming and marketing to unite students with the University as the foundation of connection.

Status: Accomplished – Due to the University’s shifted focus on the return to campus, the Homecoming Board directed its efforts to in-person events instead of virtual events and campaigns. Homecoming continued its collaborations this year with the Metropolitan Volunteer Program and the Student Program Board through events such as the Homecoming Concert, CANstruction, and Rock the Campus. Between spirit cup and event collaborations, more than ten organizations participated in the week of events. Through marketing initiatives, the Homecoming Board’s marketing created a new, but unique/modern look to enhance student engagement and involvement for the week of events.

DSA Student Success Initiative 5: Enrich the sense of **connection, belonging, and shared UH identity** among all students.

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.

We currently evaluate our progress through growth on our social media sites, as well as attendance at our events throughout the week using Event Pass. Growth can be attributed to a well-constructed social media plan and tabling events. Thanks to our university partners, the Homecoming Board had the opportunity to table at Cougar Carnival and Cage Rage during New Student Orientations and Weeks of Welcome. Additionally, the Homecoming Board tracked engagement on social media, attendance at events, and feedback from students to assess our efforts. While we noticed a similar level of social media following, Homecoming 2021 saw similar or even greater event attendance than years prior to the COVID-19 Pandemic.

	FY19	FY20	FY21*	FY22
Number of Events	8	10	10	10
Total Attendance	3,852	4,418	1,071	5,675
Attendance by Event	Kick-off Pep Rally – 599 Can-Struction – 641 Strut Your Stuff – 528 Spirit Swap – 458 Bed Races – 469 Glow Bounce – 637 Rock the Campus – 304 The Tailgate – 447	Cougar Painting – 70 Kick-off Pep Rally – 444 Strut Your Stuff – 387 Campus Roundup – 396 The Cougar Games – 372 Bed Races – 518 Homecoming Fest – 356 Concert w/ SPB – 1,213 Rock the Campus – 216 Tailgate – 446	Kick-off Pep Rally - 80 Merch Give Away - 409 Campus Round Up - 82 Bed Races - 92 Movie Night w/ SPB - 55 Rock the Campus w/MVP - 29 DJ Battle - 109 Concert w/ SPB - 120 Penny Wars w/ DM - 56 Virtual Escape Room - 39	Kick-off Pep Rally – 613 CANStruction – 512 Strut Your Stuff – 342 Tie-Dye – 636 Bed Races – 354 Great Inflatable Race – 358 Concert w/SPB – 1,387 Rock the Campus w/MVP – 145 Fall Carnival – 1,312

**Due to the COVID-19 Pandemic, in-person programming throughout the week of Homecoming for FY21 was limited. Virtual and hybrid events were incorporated into the week. Because 83% of students were solely enrolled in online classes, attendance was lower than previous years.*

	FY19	FY20	FY21	FY22
Number of Collaborations	5	7	5	5
Facebook Likes	2,745	2,902	2,757	2,700
Instagram Followers	2,129	2,389	2,532	2,714
Twitter Followers	1,223	2,720	2,107	2,007
Number of Spirit Cup Teams	13	12	5	6

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 Homecoming Board did not experience any budget or organizational changes during FY 2022.

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.).

The Homecoming Board is returning \$19,408.00 from Student Salaries. The Homecoming Board experienced a later than normal start date for many positions as well as a vacant position for most of the fiscal year. The Homecoming Board concluded FY22 with a fund balance of \$1,086.00 in Maintenance and Operations/Travel. The Homecoming Board concluded FY22 with a fund balance of \$1,242.00 in Administrative Charges. This is a total fund balance of \$21,736.00

7. Please list your 2023-2024 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs 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.

Strategic Initiative 1: Cultivate a higher number of collaborations throughout the Homecoming event planning process to ensure inclusive and engaging events are created for the UH Community.

Action Steps:

- Utilize the Director of Marketing position to ensure collaborations with campus partners and other collaborators are intentionally being proposed and developed.
- Increase the overall number of collaborative events by developing new collaborations with other University Sponsored Organizations or Campus Departments.

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

Strategic Initiative 2: Enhance and develop a comprehensive marketing plan in order to increase the amount of attendees during the week of Homecoming.

Action Steps:

- Improve the effectiveness of Homecoming marketing through social media and marketing by using creative collateral such as digital screens, yard signs, banners, floor decals, etc. throughout campus to enhance the overall experience and visual representation of Homecoming.
- Assess student interest to create a plan that will help the Homecoming Board determine what types of entertainment, giveaways, and food options students would like to see at events during the week of Homecoming. This will be done through the usage of surveys, social media polls, and tabling sessions.

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

Strategic Initiative 3: Connect current students with alumni and local owned businesses through involvement with Homecoming events to strengthen the relationship between students and alumni and the community.

Action Steps:

- Connect with the University of Houston Alumni Association to create an event encouraging involvement and participation for both students and alumni of the University of Houston.

- Contract and utilize local and alumni owned businesses to promote services and resources to the UH Community during the Homecoming Week to enhance community engagement and involvement.

DSA Partnership Initiative 5: Promote alumni engagement and support for division initiatives in cooperation with Advancement.

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% and 10% in your total FY2023 base Student Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made.

3.5% of the Homecoming Base Budget for FY23 is \$2,916.00. With this cut to the FY24 budget, the Homecoming Board would be forced to cut the amount of spending for marketing to advertise events and bring a visual component of Homecoming to campus. A reduction of this amount to the budget would prevent the Homecoming Board from marketing events prior to the week with the level of physical marketing collateral which helps students learn about events feel the Homecoming spirit. Cutting this amount would reduce engagement and excitement for this vibrant campus tradition.

5% of the Homecoming Base Budget for FY23 is \$4,166.00. With this cut to the FY24 budget, the Homecoming Board would be forced to cut the amount of spending for marketing to advertise events and bring a visual component of Homecoming to campus. A reduction of this amount to the budget would prevent the Homecoming Board from marketing events prior to the week with the level of physical marketing collateral as well as reduce the number of event giveaways and shirts which help students feel the Homecoming spirit. Cutting this amount would reduce engagement and excitement for this vibrant campus tradition.

7.5% of the Homecoming Base Budget for FY23 \$6,249.00. With this cut to the FY24 budget, the Homecoming Board would additionally be forced to cut the amount of spending on event needs such food for or entertainment options at some of the events. Food and novelty activities serve as the driving force of engagement for Homecoming activities. No longer having these aspects included in our events would cause a decline in attendance and overall involvement during the week of Homecoming.

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.

We currently receive all funding from SFAC. Due to the brief time between hiring in May and execution of Homecoming Week in the fall, we do not have strong opportunities to outreach for sponsorships or donations.

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.

There is currently no overlap with other organizations. The Homecoming Board is uniquely positioned to plan and implement official Homecoming events for the UH Community.

STUDENT SERVICE FEE Questionnaire				
Name of Unit: Homecoming Board				
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	83,325	2,916	4,166	6,249
Expenses				
Salaries and Wages				
Full-time Employee Salaries				
Student Workers Wages				
Graduate (GA/IA) Students Wages				
Fringes		-	-	-
Salaries/Fringes Total		0	0	0
Other Expenses				
Marketing		2,751	2,730	2,730
Event Giveaways			1,200	1,200
Event Entertainment				1,966
Admin Charge	Enter 6%	165	236	354
Other Expenses Total		2,916	4,166	6,250
TOTAL EXPENSE		2,916	4,166	6,250
Amount left to allocate		0	0	(0)