

STUDENT FEES ADVISORY COMMITTEE (SFAC)
FY2027 PROGRAM QUESTIONNAIRE

Please answer the questions below. The totality of your responses should give the members of the Committee a comprehensive understanding of the role and function of your unit(s).

Questionnaire completed by Lucy Lerma, Director, ccadir@couagrnnet.uh.edu, 346-932-3649

1. Please provide in brief terms: your unit's mission, goals that support your mission, and a justification of your unit's student fee allocation in terms of benefits for students.

The Council for Cultural Activities (CCA) is a University Sponsored Organization (USO) that serves as a source of support and a platform for Registered Student Organizations (RSOs) to actively promote diversity 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, Global Fusion, 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 helping RSOs with a shared socio-cultural identity but lack 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 reach of their cultural events. CCA also provides RSOs with equipment instrumental for an event's success by providing free access to popcorn machines, 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 SOLD leadership experiences. CCA is a crucial partner in the quest to increase culture's impact on student growth. 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 on the campus.

2. Please discuss the means that you are utilizing to evaluate your success in achieving the DSA strategic initiatives as well as action steps in contributing to the retention of students. Where data exists, discuss any assessment measures and/or learning outcomes used to evaluate program success. Please provide the method for collecting this data.

Strategic Initiative 1: Support RSO Student leaders to increase their engagement with and understanding of CCA.

DSA Value: Empowerment – We create opportunities where everyone can learn, grow, and advocate for their own cultures and the cultures of others.

Action Step A: CCA will hold & advertise monthly information sessions for RSO student leaders to learn about CCA, the resources it provides, and have one on one time with the council. This information session

will provide a platform for student leaders, new and returning, to learn about CCA and the impact CCA has on the campus community; as well as ask questions or raise concerns. We will ensure that the outreach for these has been amplified so that students feel encouraged to attend.

Action Step B: CCA will use a quiz at the end of information sessions to determine what information was retained by attendees.

Strategic Initiative 2: Refine CCA's signature events and enhance the CCA experience.

DSA Value: Care - We are committed to treating everyone with dignity and respect. We passionately work to create a culture of care where individuals feel heard, valued, encouraged, and supported.

Action Step A: CCA will circulate feedback forms after every signature event to identify successes and areas of improvement. This will include attendees, performers, vendors, campus departments in collaboration, volunteers, and anyone in attendance.

Action Step B: CCA will discuss and review the feedback, to ensure that it is serving the campus community to the best of its ability.

Strategic Initiative 3: Support the student body at large by highlighting and enhancing cultural diversity at the University of Houston.

DSA Value: Collaboration - Our best work is realized through diverse perspectives, knowledge, and resources within the division, across the university, and with community partners.

Action Step A: CCA will continue to collaborate with campus departments such as Student Life and Auxiliary Services on events like Dia De Los Muertos & several heritage month programs at the dining commons.

Action Step B: CCA will utilize social media creatively such as Instagram reels, giveaways, etc. to promote these events to highlight that CCA is here to support and welcome student organizations and the student body alike.

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. Some of our assessment results are an increase of over 800 followers on Instagram, Over 25 registered student organizations become student members before October, etc.

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; and (6) total number of CCA Member Organizations (both returning and new).

Detailed numbers below:

	FY25
Number of Member Organizations	22
Number of Collaborations with Departments, University Sponsored Organizations	5
Number of Approved Co-Sponsorships by CCA	65
Number of Signature Events	4

Attendance: CCA maintained the popularity of its 4 signature events this year. There is an obvious need and want for cultural programming on campus. Additionally, CCA plans strategically market engagement and participation across our 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.

Event Attendance	FY23	FY24	FY25
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Cultural Taste of Houston Fall	2084	2056	1382
Cultural Taste of Houston Spring	2559	1367	1468
Cultural Explosion	718	1200	803
Cultural Catwalk	255	170	186

Global Fusion is our multicultural festival that occurred September 9th, 2025, with an attendance of 619 people.

3. Please discuss any budget or organizational changes experienced since your last (FY2026) 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 has experienced a 2% budget cut since our last SFAC request.

4. Please use the following file naming conventions when submitting your pdf files to the Dean of Students:

FY27Q_DepartmentName	Questionnaire
FY27AOT25a_DepartmentName	Add'l One time request - change "a" to "b", "c", etc. for additional one-time requests
FY27WS_DepartmentName	Excel worksheet
FY27OTa_DepartmentName	One time request - change "a" to "b", "c", etc. for multiple one-time requests
FY27PRES_DepartmentName	Presentation