

STUDENT PROGRAM BOARD

FY2022 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.

Our mission is to enhance the student experience at the University of Houston and contribute to student engagement by providing inclusive programs that appeal to a diverse community of students. The Student Program Board exists to create programs with social, cultural, and intellectual aspects for the student body throughout the year in which all students are encouraged to attend. Each year we host a large variety of on-campus and provide an escape from the demands and stress that students experience in their everyday life. Our events provide access for students to enjoy leadership building, social interaction, entertainment right here on campus.

In the 2019-2020 academic year, we programmed a variety of events to enhance the student's experience at the University of Houston with tremendous success. In terms of events, SPB typically hosts an average of 81 programs per year, attracting thousands of unique and returning UH attendees. The Student Program Board continues to serve as the primary programming board and entertainment entity on campus, giving rise to a variety of low to no cost events on campus for all students.

SPB recognizes that college campuses should stretch farther than academics and athletics and want to promote an interactive environment for students to participate within the University of Houston campus. With the engaging experience that we provide, the organization contributes to the students' overall commitment to the university and their greater sense of belonging in this campus community. Furthermore, we encourage students to persist in their college career and graduate. Students who get involved on campus have been known to be more likely to graduate on time, as well as having an increased connection to the university, which will lead to more involved alumni.

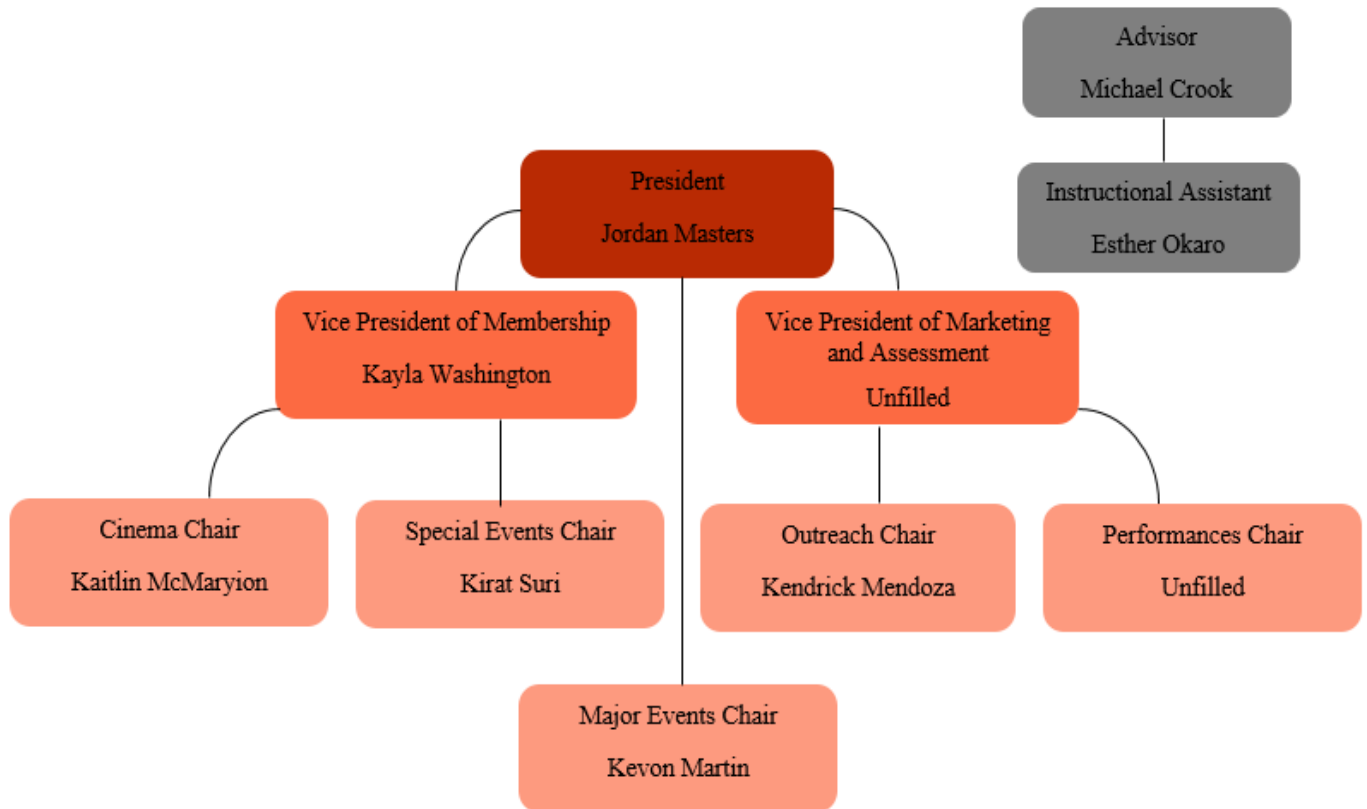
The student fee dollars allocated by SFAC directly impact the quality of our organization and programs. SPB will continue to strive for growth as a Tier One organization, while also putting students first. It is SPB's goal to provide SFAC with the information necessary to support our large goals and aspirations not only for the future of our organization, but for the future of the University of Houston's overall collegiate experience for students.

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.

Key:

Positions in Grey represent non-students/CSI Staff.

Positions in the Red gradient identify student leaders, descending in their hierarchal positions in the organization.



3. List your unit's strategic initiatives and action steps identified for the 2019-2020 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. DSAES Plan: (http://www.uh.edu/dsaes/about/strategic_plan.html) UH Goals: (<http://www.uh.edu/mission/>)

Strategic Initiative 1: Develop a review process for the goals and mission of the organization as it grows in order to create an identity that better caters to the needs of the student population.

SPB's Strategic Initiative 1 falls under the DSAES Plan of Division Cohesion and Resources. Under the division cohesion initiatives, we connect SPB with staff communication strategies, collaborative divisional processes, and staff success to make our organization a well-identified and recognized program board. SPB's Strategic Initiative 1 also falls under the UH Goals of Community Advancement, Resource Competitiveness, and Local Recognition. We strive to make our organization recognized around campus to enhance the student experience in all aspects by utilizing our resources to accomplish our mission.

Action Steps:

- To review and update the SPB Mission Statement and goals once every two years.
Achieved: The executive board evaluated and made note of the current goals and mission of the Student Program Board. Using assessments and student feedback, we were able to gather a list of improvements for the next board to consider adding to the SPB Mission Statement. A more accurate mission statement has been adopted that responds to our student wants and continues to represent SPB as a University sponsored organization with the values of our organization in mind.
- Solicit program ideas from current students in order to better serve the student population and their needs.
Achieved/Ongoing: At the Student Program Board tabling events, the Outreach chair encouraged students to offer suggestions of events that they would like to attend and see SPB bring to campus. During general meetings, as well, the Vice President of Membership held short segments for members to submit event ideas.
- Have a designated period of reflection every semester to determine what students liked and disliked about our events throughout said semester.
Achieved/Ongoing: During board meetings, the executives and chairs on the board discussed previous and upcoming events. The board provided opinions on the success of the event, from each person's point of view. The Vice President of Marketing and Assessment provided student feedback on each event based on the post-event surveys that were sent out. The weekly meetings allowed us to observe and improve our events progressively, rather than on a semester basis. For example, in the beginning of fall semester as volunteers were coordinated for events, initial contact was maintained

through Vice President of Membership. However, through post-event board meeting discussions, this proved to be an ineffective approach. As a result, policy adjusted so that that Chairs would coordinate volunteer efforts and maintain contact with members. This resulted in members reporting increased efficiency and smoother event planning.

- Create and plan focus groups to assess how to better serve the student population.

Ongoing: The Student Program Board has come up with a process of holding an open forum for all students and SPB members to offer ideas and suggestions to improve events. These focus groups are to be held once by each chair, every month. This way SPB can continuously monitor and make note of the thoughts and opinions of our members and attendees. With implementation planned in the spring semester, due to COVID-19 this discussion process was put on hold until the 2020-2021 Board could continue it.

Strategic Initiative 2: Foster sustainable leadership development of SPB board and members.

SPB's Strategic Initiative 2 falls under the DSAES Plan of Student Success. Under the Student Success initiative, we connect SPB with the development of leadership qualities and diverse experiences to enrich the sense of connection, belonging, and shared UH identity internally in our organization. SPB's Strategic Initiative 2 also falls under the UH Goals of Community Advancement and Student Success. We strive to develop our members and board intellectually and socially by creating an environment in which student success can be ensured.

Action Steps

- Provide members with development aspects through general meetings throughout the year, such as:
 - Teaching members known leadership models
 - Event training by holding a competition
 - Personal campus department workshops

Achieved/Ongoing: The Student Program Board continues to develop members through organizational general meetings. The Vice President of Membership aims to enrich SPB's members leadership development through teambuilding activities and icebreakers. Whether virtually or in person, the continuation of leadership enrichment remains a priority and is reflected in activities and sessions held through Vice President of Membership.

- Hold officer positions under the committee chairs to develop members into potential chairs.

Achieved: Each Student Program Board committee chair had an officer to assist them throughout the year with their duties. These officers were able to become familiar with SPB's process of event planning university-wide events. As they caught a glimpse of what being a chair entails, at least four officers applied to serve as a committee chair the following year.

- Send members to national/regional leadership conferences, such as I-LEAD and/or NACA.

Ongoing: Traditionally, two to three members from our team would attend NACA. In the fall, the President, Vice President of Membership, Performances Chair and Special Events Chair attended NACA where they observed professionals teach new strategies for

effective event programming. Throughout the convention, members of our team also networked with students of other college activity boards and professional vendors to make connections and conceptualize original programming ideas. For efficiency, productivity, and financial reasons, Board members historically attend one conference, not multiple. Because of the coronavirus pandemic, both conferences are being held virtually.

Strategic Initiative 3: Become a nationally renowned program board and maintain the reputation throughout.

SPB's Strategic Initiative 3 falls under the DSAES Plan of Partnerships. Under the Partnership initiative, we connect SPB by raising the profile of the division through regional and national involvement to make our organization a well-identified and recognized program board. SPB's Strategic Initiative 3 also falls under the UH Goals of National Competitiveness and Recognition. We strive to make our organization recognized around the nation to become a recognized program board and accomplish our mission.

Action Steps

- Submit events and aspects of organizations to NACA regionals, nationals, and Association of College Unions International (ACUI) competitions

Achieved: For NACA's 2019 Regional convention, the Student Program Board's President and advisor presented during event-planning sessions on the topic of unique programming modeled after our organization's annual event, Winter Wonderland. SPB's graduate assistant and advisor delivered an additional presentation on how to improve the process of event planning by making use of detailed timelines, itineraries, and proposals. Here, SPB was awarded for our creative and standout marketing for a successful screening of Avengers: Infinity War.

- Serve as an example for programming boards to encourage their enhancement of events at their school.

Achieved: During the 2019 NACA Regional convention, the Student Program Board encouraged other schools to provide unique programs to their campus. Our President and advisor instructed student programming boards on how to give students a one-of-a-kind experience, much like our Winter Wonderland event.

Strategic Initiative 4: Create events that help unite the diverse population of the University of Houston to become more engaged in the campus community.

SPB's Strategic Initiative 4 falls under the DSAES Plan of Student Success and Resources. Under the Student Success and Resources initiatives, we connect SPB with diverse experiences by utilizing our resources to identify the gaps and needs of students while enriching the sense of connection, belonging, and shared UH identity among all students. SPB's Strategic Initiative 4 also falls under the UH Goals of Community Advancement, and Student Success. We strive to make our organization recognized around campus to enhance the student experience in all aspects by utilizing our resources to accomplish our mission.

Action Steps

- To plan and execute a minimum of six cultural events per semester.

Ongoing: Before the rest of spring semester could be completed in person, SPB has planned a collaboration with Indian Student Association for Holi Festival. Collaborations with Council for Cultural Activities were also in the planning process. Due to the COVID-19 outbreak, these plans were not able to come to fruition. All culturally centralized events were either canceled, or planning put on hold because of this interruption. However, SPB continues to strive towards making conscious partnerships to further our goals of creating diverse programming.

- Improve former traditional events to make them more inclusive and geared toward all audiences.

Ongoing: SPB was able to further sustain the involvement of commuter and online students to be included in traditional event experiences from afar, as well as traditional in-person attendees by improving the use of digital marketing, posts to Instagram and Facebook stories, along with the usage of polls. The push for increased interaction from the UH community was seen in our most popular large-scale events including Winter Wonderland, Homecoming, in collaboration with Homecoming Board, and Candy Carnival, in collaboration with InfraRED. Through feedback on digital platforms and assessments from previous attendees, improvements like the genre of artists or amounts of Candy Carnival fillable “skins,” could be made to these and other events to encourage positive changes and growth. The SPB President also held meetings with the Directors of CDI and the LGBTQ Resource Center to discuss the incorporation of more diversity and inclusion aspects into events. SPB is continuously looking for ways to enhance our programming through active listening and learning from our peers and educators around us.

Strategic Initiative 5: Cultivate a culture of collaboration throughout campus to maximize resources and budget.

SPB’s Strategic Initiative 5 falls under the DSAES Plan of Resources and Partnerships. Under the Resources and Partnerships initiatives, we connect SPB with collaborative divisional processes to effectively utilize our resources in the organization. SPB’s Strategic Initiative 5 also falls under the UH Goals of Community Advancement. We want to fulfill the needs of our organization internally and externally.

Action Steps

- Reach out and collaborate with at least two new departments/organizations throughout each semester.

Achieved/Ongoing: By working with Lambda Delta Psi and the Council for Cultural Activities at Winter Wonderland, the Student Program Board developed two new collaboration relationships. SPB continues to make collaborations and partnerships a priority by having chairs complete event proposals. These forms are filled out with the

intent to highlight potential collaborations for each program. We will continue to use this system to hold more collaborative events.

- Work with University Advancement to develop and implement systems to acquire event sponsors.

Ongoing: Through the Student Program Board's President networking and connecting with Dean Paul A. Pavlou, Ph.D. of C.T. Bauer College of Business, discussions of possible event collaborations led to new relationships with other registered student organizations. Building from this, SPB's Outreach Chair will continue to develop materials like the Sponsorship Packet to coordinate with University Advancement to provide it to potential vendors and external sponsors.

- Connect to the local Houston communities by searching for opportunities of collaboration.

Ongoing and changed: The Student Program Board will continue to use the newly structured Outreach Chair position to make connections with local Houston partners. We have developed an external relationship with RECESS to obtain sponsorships by creating an event profile for our organization on their website so that their clients and potential collaborators can have easy access to SPB's events. The collaborations can also come in form of sponsorships.

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.

It is our goal, as event planners, to coordinate programming that will result in the maximum number of student attendance and overall positive experience for students. Assessing, internally and externally, Student Program Board events is a crucial aspect of the pre-event and post-event planning process. Through future assessments, we could produce higher quality events by learning from past mistakes and figuring out where we can improve the next time around for all events. After each event, board members come together and evaluate the positives and negatives of the event hosted. With this, the board can provide constructive feedback and foster productive decisions, which allow room for organizational growth. SPB utilizes the following methods to evaluate the board's success in achieving our program standards:

SPB's assessment tools include, but are not limited to:

- Text surveys/polls for use during major events that require audience input
- iPad/Computer for assessments/surveys utilized after an event
 - Many of our survey questions were adjusted to produce higher quality responses and gain valuable information about student opinion regarding future events
- Paper surveys when Wi-Fi is unavailable
- Polls on social media (Facebook, Instagram, Twitter)
 - This was heavily emphasized over the summer to help plan the fall programming calendar by gaining insight from the general student body.
 - Further insight is sought out for student input on what films students are interested in the Cinema committee showing, or which artist students would like to see for performances during Homecoming and Frontier Fiesta.

Each chair is required to complete a program planning file for every event, including marketing forms, an event checklist, and an event evaluation form, which are later discussed with the chair's liaison. The assessment form includes attendance, total cost, cost per student, student feedback from surveys, strengths & weaknesses of the event, and improvements for future events in the same realm of the event hosted. SPB continues attendance data collection related to assess our marketing plan. We believe that attendance at our events is the most direct form of feedback from students. For each of our events, we track attendance with the help of our "swipe-in" method which consists of students using their Cougar Cards to enter.

Student Program Board Fiscal Year	Events	Attendance
Fiscal Year 20	39	7,714*
Fiscal Year 19	66	21,813
Fiscal Year 18	77	18,900

***SPB attendance shows a significant decrease in attendance due to overall fewer events and the cancellation of the Frontier Fiesta concert because of COVID-19 pandemic.*

During the summer, the Vice President of Marketing and Assessment (VPMA) reassesses SPB’s event evaluations and surveys within the scope of the Division of Student Affairs assessment goals. The VPMA uses assessments to gauge if programming encourages leadership development, diverse and inclusive environments, event coordination that keeps in mind the well-being of students, student success & experience, and an overall sense of belonging in the UH community. With the help of the advisor, we currently have an assessment plan and execution strategy in place that will help shape future SPB events.

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.

The Student Program Board restructured some of the responsibility distribution amongst their chair positions at the end of the 2018-2019 academic year as we began recruiting for the 2019-2020 board. The following chair positions show the previous structure:

- Comedy & Speakers Chair: responsible for bringing educational, entertaining and/or college relevant lectures and comedic events to campus.
- Special Events Chair: responsible for bringing annual traditional events that do not meet the descriptions of the other standing committees within the scope of SPB.
- Concerts Chair: responsible for bringing concerts and musical events within the scope of SPB.
- Social Media & Communications Chair: responsible for maintaining all social media platforms and planning trip events
- Cinema Chair: responsible for bringing cinema events within the scope of SPB

The following chair positions reflect the new structure:

- Major Events Chair: responsible for bringing annual traditional, and/or largest scale events to UH's campus.
- Special Events Chair: shall bring novelty-based events to campus and create a variety of non-traditional/annual events for UH's campus.
- Cinema Chair: responsible for bringing cinema events within the scope of SPB
- Performances Chair: responsible for bringing live performances, such as speakers, comedians, and musical events within the scope of SPB.
- Outreach Chair: responsible for maintaining all social media platforms and seek out potential partnerships/sponsorships

The programming structure had evolved past their previous chair titles, so the structure was revised to better reflect the needs of the organization. This only impacted the internal structure and did not impact any budget/funding needs. As noted above, SPB no longer provides trips for students. In the past, trips were less attended than other events, though they required much more planning and coordination. By cutting this aspect, we have been able to allocate those funds to other chairs. This allows us to improve the quality of other events.

6. If your unit concluded FY2020 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 Student Program Board concluded FY2020 with funds exceeding \$5,000.

The Student Program Board concluded FY2020 with an addition to Fund Equity of \$194,369.

\$9,522 of the returned funds was from salary and wages. Throughout the FY2020, one of the chairs on the board worked as a volunteer due to holding another paid position on campus. This person received no pay from the SPB budget. In addition, there were short spans of time in which unfilled positions added to the lapsed salary.

\$184,848 of fund equity came from the maintenance and operations fund. Due to COVID-19, the University canceled in-person operations, during the spring semester. SPB complied by calling off all planned events for the remainder of the semester. Board members that continued to work clocked fewer hours per week, for a shorter term. Money that would have gone toward those programs--movie rights, food, or marketing, for example--could not be spent. A large portion of the total addition was not used due to the cancelation of the Frontier Fiesta concert. Had it continued, these funds would have covered costs such as production, middle agent fees, marketing, and hospitality. During the following summer months, SPB was not able to make purchases using the remainder of the budget. Typically, these purchases would include professional polos, promotional materials, and organizational t-shirts for Weeks of Welcome and the upcoming fiscal year.

7. **Please list your 2021-2022 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.**

SPB Strategic Initiative 1: Explore sponsorship and partnership opportunities to increase availability of funding and resources for events.

SPB's Strategic Initiative 1 falls under the DSAES Partnerships Strategic Plan. Under the DSAES Partnerships Strategic Plan, having the Student Program Board acquire these services and partnerships would allow for more events to educate and empower campus partners to be our advocates.

Action Step 1: Effectively use partnership resources such as the Sponsorship Packet and RECESS to enlist sponsors for events. Through the delegation of training of one or more Board members and subsequent communication with vendors, new collaborations between these outside vendors can be formed to enrich SPB's programming.

Action Step 2: Foster new relationships on-campus by reaching out and collaborating with at least two new departments/organizations.

SPB Strategic Initiative 2: Improve event quality and increase attendance throughout the year to maximize resources and budget.

SPB's Strategic Initiative 2 falls under the DSAES Resources Strategic Plan. Under the DSAES Resources Strategic Plan, the Student Program Board will evaluate resources to identify opportunities for efficiency, improvement, and transformation.

Action Step 1: Improve the effectiveness of SPB marketing, physically and virtually, to reach more UH students by using purposeful placement, engaging graphics, and posting marketing when and where students are most likely to interact with it.

Action Step 2: Develop relationships with departments and organizations not currently utilized through collaborations and partnerships with SPB, in order to program events that would attract a more diverse student population.

Action Step 3: Introduce new, thoughtful and attractive aspects to events that will improve the quality of overall programming like backdrop spaces for event pictures, unique vendors, cultural activities and enhanced accessibility additions.

SPB Strategic Initiative 3: Enhance the Student Program Board's credibility, success, and leadership development by making efforts to be recognized by national, regional, and/or local entities.

SPB's Strategic Initiative 3 falls under the DSAES Student Success Strategic Plan. Under the Student Success initiative, SPB will engage all students to intentionally develop leadership qualities, critical thinking and communication skills, diversity competencies, and personal growth.

Action Step 1: Send members to national/regional leadership conferences, such as I-LEAD and NACA, whether this is virtually or in-person when deemed safe.

Action Step 2: Submit Award Nominations for events and aspects of the Student Program Board to entities such as NACA Regional/National conventions and/or Association of College Unions International (ACUI) competitions.

Action Step 3: Submit a presentation proposal to the annual National Association of Campus Activities (NACA) convention.

SPB Strategic Initiative 4: Maintain consistent interaction and engagement between student body and among SPB members.

SPB's Strategic Initiative 4 falls under the DSAES Student Success Strategic Plan. Under the Student Success plan, the Student Program Board will enrich the sense of connection, belonging, and shared UH identity among all students.

Action Steps 1: Improve engagement during member socials and general meetings to develop relationships with members. Through encouragement of member input and feedback, and the involvement of members directly within the planning process of events, increased participation from members is expected.

Action Step 2: Use features such as polls, stories, comments, and group messages to increase social media interactions.

8. Recognizing that the potential to generate additional Student Service Fee income for FY2022 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 FY2022 base Student Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made.

A reduction of 5% to the FY2022 base Student Service Fee budget is \$8,855.85 (5% of Base) - \$531.35 (admin fee) = \$8,324.50. This request would impact SPB's ability to execute engaging events throughout the year. To adapt to the reduction of funds, SPB could host more virtual programs. These allow us to save money on in-person commodities such as food, decorations, and supplies. Additionally, we would not have board members attend I-LEAD or NACA, national conventions for student leaders and program committees. While these programs are beneficial to the chairs' leadership and programming skills, and can also result in reduced costs for Vendors, they cost about \$5000 each for a select few of our board members to attend. With a 5% cut to the base budget, the scale of each of SPB's events would be reduced also. Each committee chair would have less money allocated to their programming budget. To accommodate the smaller funds, the events might have fewer attractions and components. One example in which these changes could be implemented is SPB's signature event Winter Wonderland. This event has become a tradition on campus over the past decade. Each year, we have distributed more funding to this event than the previous years to establish it as a more well-rounded, engaging, and inclusive program (especially given that it is one of our signature programs). With a reduction in our budget, the amount of snow at this highly anticipated event would also decrease. The snow is the main attraction and function of our annual Winter Wonderland event so this would largely impact the event. As we've gradually increased the amount of snow each year to meet student demand and compensate for weather, a reduction in the amount of snow that can be purchased would be reverting our efforts over the years. In addition to snow reduction, we would have to reduce the amount of funnel cakes, hot chocolate, and t-shirts provided. These are elements that keep students at events and increase chance of building a new or deeper connection with a fellow coogs. SPB would also not be able to include some of the additionally engaging components of the event, such as photobooth opportunities, inflatables or entertainment/performers.

- 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.**

Through SPB Cinema, we have partnered with several marketing and movie distribution companies including Hogan Communications, NBC Universal, TBD Marketing Group, and Cross Culture Marketing Group. These companies provide free advanced screening of movies for students before they are released to the general public. We work with these companies to show these movies on campus, while they provide an encoded digital cinema package copy of the film, payment for reservation, marketing, and security. SPB will continue to search for new opportunities to premiere movies with the success of past showings including *A Star is Born*, *GET OUT*, and *Justice League*. We also premiered TV series *Birth of a Nation* and *Ash vs. Evil Dead* in the past years.

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

When it comes to any other services provided on the University of Houston campus, as the Student Program Board, we are mindful that there are a few other organizations and events that are similar and overlap with our current services such as:

- Student Centers Film Series - provides movie screenings on campus but focuses more on educational films
- CCA Cultural Programming - provides four campus-wide programs, but with a specific focus on cultural programming
- Registered Student Organizations - provide more organizational-specific programming for UH campus
- InfraRED – offers a wide range of larger scale novelty events that SPB supports by having at least one chair serve as a representative on the committee