

DEAN OF STUDENTS

Your Student Success Advocates!

One Time Funding Request
FISCAL YEAR 2025

Submitted by:

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FY25

Funding for Family Weekend Budget



Our Goal: Coordinate a multi-faceted Family Weekend to foster a sense of community and engagement among students and their families. This event offers a unique opportunity for families to experience campus life, build stronger connections with their students, and gain a deeper understanding of the university's educational environment.

Funding request: \$54,141

Amount will cover fees associated with reserving football game tickets, t-shirts, merch items, entertainment, food, promotional materials, reservation fees, and photography expenses for larger number of attendees.

Funding for Student Outreach and Support

Our Goal: Student Outreach and Support Services in the Dean of Students Office is to provide comprehensive assistance and guidance to students facing personal, academic, or emotional challenges. By offering a wide range of support services, this office helps students overcome obstacles, fosters their well-being, and contributes to a positive and successful college experience.

Funding request: \$3,180

Amount will cover fees associated with promotional items for strategic outreach of services along with co-sponsoring at least three events with different departments and student organizations.

Funding for Joint Football Tailgate with SGA & Athletics



Our Goal: Build more school spirit, increase student engagement, recognize departments and student organizations that do not normally tailgate.

Funding request: \$21,200

Amount will cover food, marketing, promotional materials, and DJ for all home football games.

Funding for Lunch & Learn Series



Our Goal: To have engaging conversation with UH students about topics and resources related to helping students to succeed. A total of six will be held each academic year, three in the fall and three in spring.

Funding request: \$2,120

Amount will cover food and promotional materials.

Funding for Commuter Service Programming

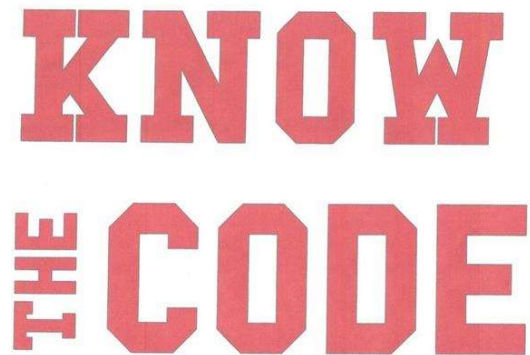


Our Goal: Provide better support services and effective communication to help facilitate commuter students' success and connection to the UH community.

Funding request: \$5,300

Amount will cover commuter mentor training program retreat expenses, marketing and promotional materials for programs, and services.

Funding for Know the Student Code Request



Our Goal: Know the Code is an awareness campaign with the goal of educating the UH campus community about the Student Code of Conduct and University Policies.

Funding request: \$3,180

Amount will cover promotional t-shirts, banners, and other marketing materials.

Funding for Campus ESP Request



Our Goal: The Dean of Students Office utilizes the CampusESP platform to provide a modern all-in-one parent engagement communication that helps departments from across the university; continually connecting with families with curated, and timely content in one location that helps them keep stay informed to assist in keeping their students on track.

1. 13,344 families enrolled and engagement with UH via the Campus ESP platform in 2022-2023 in comparison to 10,129 families being enrolled in 2021-2022 in a previous parent and family engagement platform
11,4893 active users
2. Over 156,000 emails sent to families
3. An average email open rate of 73%

4. Parents were most engaged in August 2023 with an open rate over 70%
5. 12,500 unique clicks on content
- 6.

Targeted engagement for first year families and underrepresented populations:

1. 69% Hispanic or Latinx family engaged with UH via the platform
2. 70% Black or African American engaged with UH via the platform
3. 72% First Generation families engaged with UH via the platform
4. 74% First Year Families engaged with UH via the platform

Most popular content:

- | | |
|--|--------------------------|
| 1. Family Weekend | 4. UH News/Events |
| 2. Parking Information | 5. First Year Transition |
| 3. Family Tips for Supporting Students | 6. Move-In |

Funding Request: \$28,153

Funding for CARE Team Training Request



Saving Lives One Team at a Time

Our Goal: Provide a proactive, multidisciplinary, and collaborative approach to assessing and responding to students who exhibit threatening and/or concerning behaviors. In addition, we aim to provide proactive training to staff and faculty on how to assist students exhibiting mental health problems.

Funding request: \$10,600

Amount will cover obtaining expert insights and practical knowledge to enhance the team's ability to support University of Houston students facing mental health challenges. Such external perspectives enrich the training and ensure that the institution remains at the forefront of promoting student well-being.