



Student Fee Advisory Committee Program Questionnaire FY2024

Student Program Board President: Samantha Sadeghi

Vice President of Marketing and Assessment: Macy Pham

Vice President of Membership: Catherine Cedillo-Moreno

FY2025 One-Time Request #3 – ESports Chair and Programming

SPB is requesting \$30,408.22 to support gaming related programming for FY25. This investment will enable SPB to engage a broader segment of our student community, particularly those who may not typically participate in traditional programs and activities.

The Student Centers inaugurated the CoogArcade on February 1st, 2022, and since then, there has been an impressive display of interest from our student body. To address the evolving needs of this community, SPB aims to establish the position of ESports Chair. The compensation at the rate of \$10 per hour in alignment with existing SPB chair positions. This chair would play a crucial role in assessing the community's requirements and developing pertinent digital programming.

Beyond staffing, there is also a need for funding to facilitate programming for our student body. The success of the second Cougar Con, which attracted 1,407 attendees, underscores the student interest in esports events. Cougar Con, an anime convention-themed event tailored to gamers, was previously run exclusively by UH registered student organizations. SPB's collaboration in the last event led to significant growth and heightened demand for its continuation.

The ESports Chair would contribute to hosting competitions and tournaments, both online and in-person. SPB is eager to build upon the success of the CoogArcade initiatives and plans to further expand its impact. By investing in gaming-related programming and an ESports Chair, SPB aims to not only cater to the interests of our growing gaming community but also create engaging and inclusive experiences that resonate with a diverse range of students at UH.

Summary of Expenses:

Digital Events Chair (September 1 st , 2024 – April 30 th , 2025)	\$6,587.00
Entertainment/Vendors	\$10,000.00
Marketing	\$3,000.00
Catering	\$2,000.00
Student Centers' Reservation / AV Fee	\$2,500.00
Giveaways	\$3,000.00
Video Games	\$600.00
Gaming Equipment /Insurance	\$1000.00
Total	\$28,687.00
6% Administration Fee	\$1,721.22
Total	\$30,408.22

When we assess SPB in comparison to our peer institutions within the Big 12, it becomes evident that SPB distinguishes itself among its counterparts. While universities within the Big 12 host large-scale programs throughout the year through various departments or student organizations, SPB is uniquely dedicated to a continuous year-round program of engaging, thought-provoking, and inclusive events.

SPB's programming spans various categories, including cinema, special events, and performances. Notably, we place special emphasis on recruiting members and professionally developing them for

future roles within the board. Our commitment extends to both traditional and non-traditional programs, allowing us to align with the desires and needs of the student body while fostering connections and community building.

By utilizing these funds, SPB aims to enhance our annual large-scale events, which have consistently drawn the highest attendance. We aspire to host CougarCon each year, leveraging our role as the primary programming board to unify the campus community through entertainment. These large-scale concerts not only instill pride in our students but also enrich their overall campus experience. SPB's events serve as a gathering point for the diverse University of Houston community, forging shared experiences that resonate with all.

We genuinely appreciate your consideration of our request. The Student Program Board extends its gratitude for your time and thoughtful consideration in supporting our mission to create memorable and unifying experiences for our campus community.