

**University of Houston**

**Student Government  
Association**



**Questionnaire & Report FY 25**

**Submitted by:**

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**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.**

SGA Mission Statement:

*"The Student Government Association exists to serve as the official voice through which student opinion may be expressed and empowered in the overall policy, decision-making process, and services offered at the University of Houston. As such, the Student Government Association is committed to understanding the needs of students and advocating on their behalf. Through continuous interaction with students, faculty, staff, and administration, the organization works to improve and enhance the quality of the student experience."*

**How the 60th Administration Accomplishes Our Mission:**

The 60th Student Government Association serves as the student voice while working with university administrators on policy making. This is done in several ways, such as by meeting directly with the administrators, passing legislation to show the support for the policies, or by making appointments to the University committees. Furthermore, the 60th administration interacts with the student body and hears their voice through direct communication, social media platforms, and their attendance in public events. The 60th continues to work with University administrators on crucial issues such as increasing awareness and functions of support services, such as CAPS and UH Wellness, advocating for a more affordable education on campus, and through support of the Cougar Cupboard food pantry, among other support services for students.

**Justification of the Student Government's Fee Allocation:**

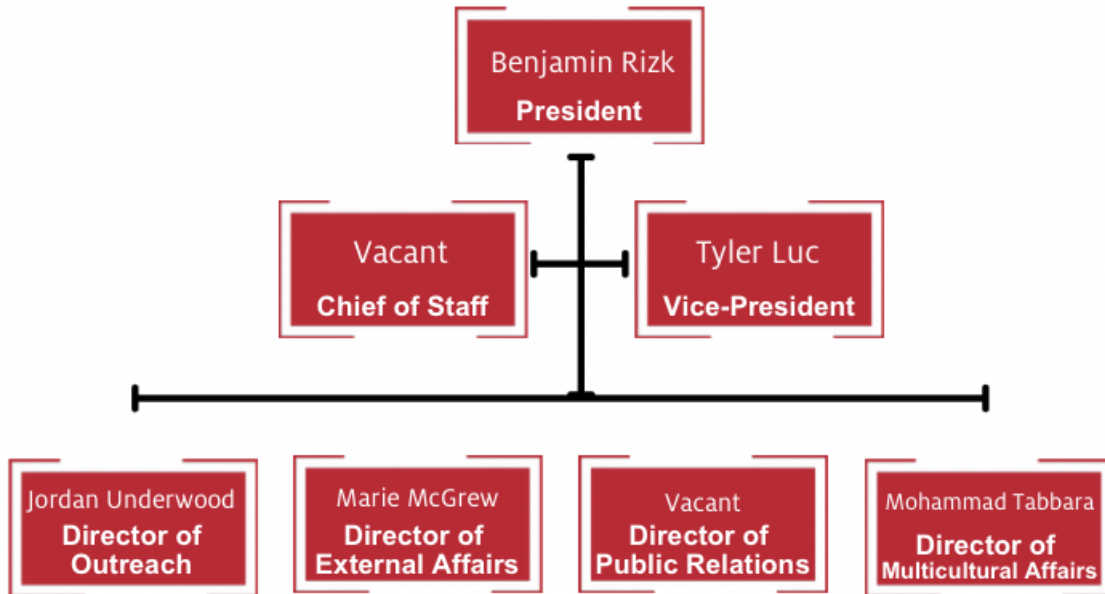
The Student Government at the University of Houston is a student led organization, advocating on behalf of the student body at large by representing their opinion and voicing their concerns to the administrators. As a result, the Student Government budget is utilized to (1) facilitate the normal functioning of the organization, and (2) fund the programs and initiatives with the goal of enhancing their experience at the University. The 60th Student Government Association serves its mission through advocating for policy changes, events, and collaborations with other organizations. Some of these initiatives are the hosting of End the Stigma, Cougar Red Friday tablings, get-out-the-vote events, reduction of plastic use on campus through negotiations in the Food Service Advisory Committee, and promotion of athletics and other university departments through the SGA Ambassadors.

**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.**

**Overview:**

The Student Government Association is made up of three branches: the Executive Branch, the Legislative Branch and the Judicial Branch. The Executive branch is led by the Student Body President, advised by the cabinet. The Legislative Branch is led by the Speaker of the Senate who presides over the bi-weekly Senate meetings. The Justice Department is headed by the Chief Justice and made up of eight Associate Justices, appointed by the President and confirmed by the Senate. Together, they make up the Court of Appeals that hears matters involving the constitutionality of legislation, disputes between branches and decide the results of election complaints. The Election Commission is led by the Chief Election Commissioner.

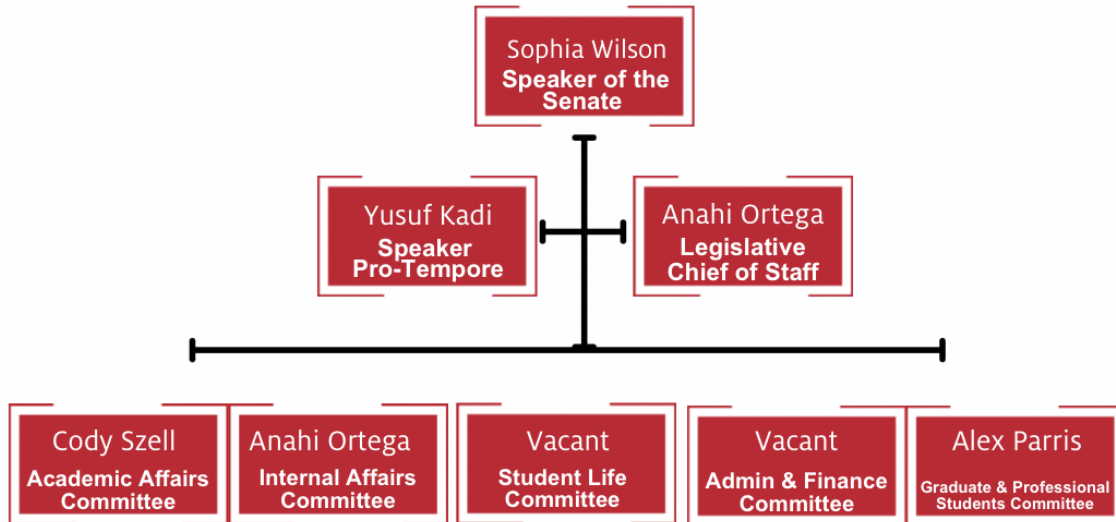
**Executive Branch**



**Department of Justice**



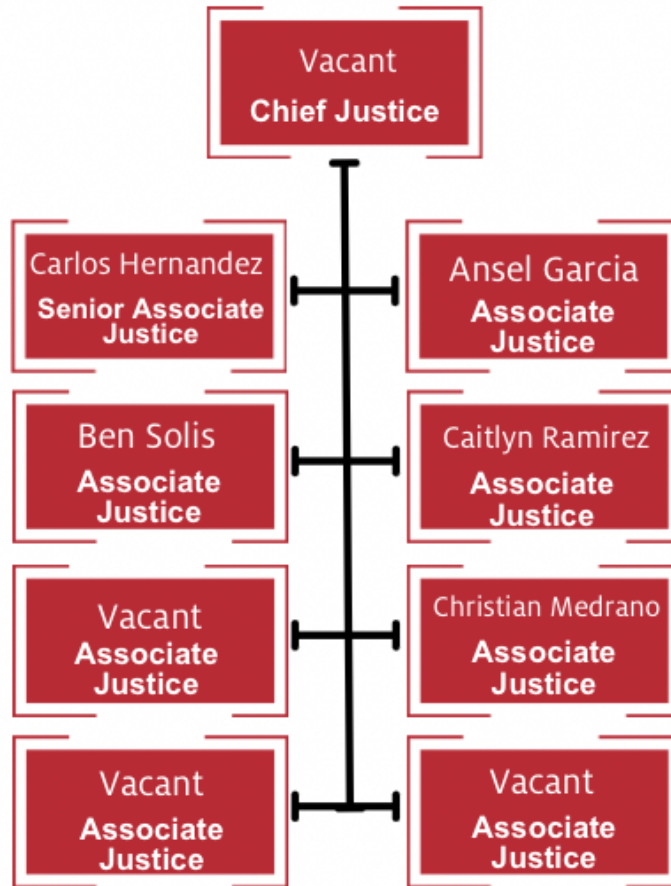
## Legislative Branch



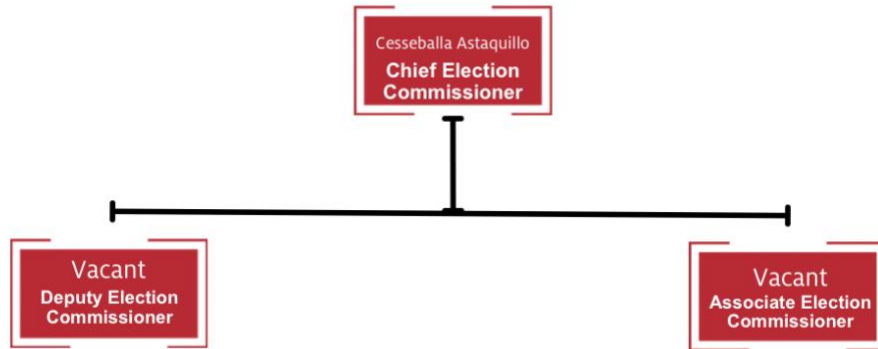
## Senate Seats

- Undergraduate at Large (6)
- Graduate at Large (4)
- College of Architecture and Design (1)
- College of the Arts (1)
- College of Business (4)
- College of Education (2)
- College of Engineering (3)
- College of Exploratory Studies (2)
- College of Global Hospitality and Leadership (1)
- Hobby School of Public Affairs (1)
- Honors College (2)
- Law Center (1)
- College of Liberal Arts and Social Sciences (7)
- College of Medicine (1)
- College of Natural Science and Mathematics (4)
- College of Nursing (1)
- College of Optometry (1)
- College of Pharmacy (1)
- College of Social Work (1)
- College of Technology (4)

**Supreme Court**



## **Election Commission**



**3. If your unit falls under the Division of Student Affairs, list your unit’s strategic initiatives and action steps identified for the 2022-2023 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 Initiatives and Action Steps 2022-2023:**

#### **Student Support:**

##### Main Goals:

- Creation of an SGA Greek Relations Department
- Creation of a Listen First agenda
- Expansion of the Emerging Leaders program

##### University Goals:

*#1 “Student Success: UH will have a student profile consistent with a nationally competitive public research University by creating an environment in which student success can be ensured.”*

*DSAES Strategic Goals: “Student Success: ...Foster the holistic well-being of all students through coordinated, intentional services and processes.”*

##### Action Steps:

- Hosting roundtables with leaders from student organizations so they can take their concerns directly to SGA
- The creation of a Greek relations department so that SGA can form a better relationship with CFSL to push initiatives with the multiple Greek chapters

- Working with parking and transportation services to educate students on different resources they provide with the hopes of expanding them with a potential referendum
- Hosting bi-weekly meetings with the emerging leaders to expose them to different life skills as well as internships and different involvement opportunities within SGA and on-campus.

### **Green Campus:**

#### Main Goal:

- To decrease the use of single-use plastics on all dining locations on campus, including the student centers

#### University Goal:

*#1 “Student Success: UH will have a student profile consistent with a nationally competitive public research University by creating an environment in which student success can be ensured.”*

*DSAES Strategic Goals: “Student Success: ...Foster the holistic well-being of all students through coordinated, intentional services and processes.”*

#### Action Steps:

- Bi-weekly meetings with Auxiliary Services
- Student Representation on the Student Centers Sustainability Committee
- The creation of a survey to measure the amount of single-use plastic currently consumed on campus
- Creation of a sustainability department so that SGA can evaluate the sustainability of the University of Houston so that we can work with auxiliary services to enhance the sustainability efforts on our campus.

### **Sexual Assault Reform:**

#### Main Goal:

- To ensure that the University of Houston maintains a low-cost Housing option for students

#### University Goals:

*#1 “Student Success: UH will have a student profile consistent with a nationally competitive public research University by creating an environment in which student success can be ensured.”*

*DSAES Strategic Goals: “Student Success: ...Foster the holistic well-being of all students through coordinated, intentional services and processes.”*

#### Action Steps:

- Continuing talks with the office of the Provost, EOS, and to educate the student body on the numerous sexual assault resources available to them
- Hosting workshops to educate students about consent



- Working with student affairs to potentially create a system to make more students mandated reporters

**Campus Safety:**

Main Goals:

- Creation of SGA's Safety-First Agenda. In partnership with UHPD, students will be educated on First Aid Training, CPR Training, as well as Active Shooter Training in a push to improve campus safety.

University Goals:

*#1 "Student Success: UH will have a student profile consistent with a nationally competitive public research University by creating an environment in which student success can be ensured."*

*DSAES Strategic Goals: "Student Success: ...Foster the holistic well-being of all students through coordinated, intentional services and processes."*

Action Steps:

- Collaborating with UHPD and Cougar Medics to host first aid training, CPR training, and active shooter training
- Working with Parking and Transportation Services to enhance Cougar Rides as well as other services

## **Strategic Initiatives and Action Steps 2023-2024:**

### **Support Working Students:**

#### Main Goals:

- To advocate for continual, equitable access to resources for student success
- To make involvement in SGA more accessible and easier to discover for students
- To collaborate with departments and organizations on campus to increase engagement with student life

#### University Goals:

*#1 “Student Success: UH will have a student profile consistent with a nationally competitive public research University by creating an environment in which student success can be ensured.”*

*DSAES Strategic Goals: “Student Success: ...Foster the holistic well-being of all students through coordinated, intentional services and processes.”*

#### Action Steps:

- Continue partnering with the Division of Administration and Finance to advocate for increased minimum wage for students, with minimum wage being raised from \$8.25 to \$10
- Draft and pass a resolution in support of staff minimum wage increase from \$13 to \$15, implemented by Board of Regents vote
- Coordinate SGA volunteer efforts for Weeks of Welcome events
- Updating the SGA website to accurately reflect the existence of University Standing committees, including up-to-date information on student vacancies
- Solicit applications to appoint students to University Standing Committees
- Collaborate with UH Go team to implement a microwave and vending machine finder map in the UH Go app
- Create tabling events and gatherings to support students’ civic engagement on campus
- Support Athletics through tailgates and tablings to increase engagement in students’ gameday experience
- Lower spending cap for SGA election campaigns to \$1,200 from \$10,000
- Overhaul and digitization of SGA governing documents

### **Health and Wellness:**

#### Main Goals:

- To increased visibility and support for health and wellbeing resources available to students on campus

#### University Goals:

*#1 “Student Success: UH will have a student profile consistent with a nationally competitive public research University by creating an environment in which student success can be ensured.”*

*DSAES Strategic Goals: “Student Success: ...Foster the holistic well-being of all students through coordinated, intentional services and processes.”*

Action Steps:

- Assign SGA Leadership to serve on the Mental Health Task Force and Agnes Arnold Hall Task Force to ensure representation of student perspectives
- Advocate for increased staffing and funding of CAPS and UH Wellness in line with recommendations made by the Mental Health Task Force
- Actively participate in ongoing JED Campus work group meetings
- Actively provide feedback on University Marketing and Communication CoogsCARE campaigns, with “Need Help? Start Here” tagline successfully implemented
- Collaborate with CAPS to host End the Stigma, raising awareness of mental health stigma and health and wellbeing resources available to students on campus
- Engage in conversation with the Hines College of Architecture and Design and Campus Facilities to find and establish spaces for reflection and meditation across campus, in line with recommendations made by the Mental Health Task Force

**Sustainable Campus:**

- To continue student involvement on the Campus Sustainability Committee
- To advocate for sustainable development practices alongside university strategic goals
- To seek ways to reduce single-use plastics on campus

University Goals:

*#1 “Student Success: UH will have a student profile consistent with a nationally competitive public research University by creating an environment in which student success can be ensured.”*

*DSAES Strategic Goals: “Student Success: ...Foster the holistic well-being of all students through coordinated, intentional services and processes.”*

Action Steps:

- Appoint a new student to serve on the Campus Sustainability Committee
- Engage in dialogue with UH Dining Services to switch to biodegradable straws and implement a bag tax (to encourage reduced use of single-use plastic bags)

**4. Please list your 2024-2025 strategic initiatives and action steps in priority order and if operating under the DSA, cite the specific Division of Student Affairs Values and University of Houston Strategies Goals to which they relate. If your unit does not operate under the DSA, reference the strategic plan your unit operates under. Larger units may wish to group responses by subprograms. 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.**

### **Mental Health**

#### University Goals:

*#1 "Student Success: UH will have a student profile consistent with a nationally competitive public research University by creating an environment in which student success can be ensured."*

*DSAES Strategic Goals: "Student Success: ...Foster the holistic well-being of all students through coordinated, intentional services and processes."*

#### Main Goals:

- To increased visibility and support for health and wellbeing resources available to students on campus
- Continue student involvement in implementation of university mental health initiatives

#### Action Items:

- Collaborate with CAPS to continue hosting of End the Stigma installation and resource fair
- Continue to provide JED Campus feedback
- Work with UH's participation in NASPA's Culture of Respect Collective
- Continue to provide ideas and feedback to ongoing CoogsCARE initiatives

### **Supporting Students**

#### University Goals:

*#1 "Student Success: UH will have a student profile consistent with a nationally competitive public research University by creating an environment in which student success can be ensured."*

*DSAES Strategic Goals: "Student Success: ...Foster the holistic well-being of all students through coordinated, intentional services and processes."*

#### Main Goals:

- To advocate for continual, equitable access to resources for student success
- To make involvement in SGA more accessible and easier to discover for students
- To collaborate with departments and organizations on campus to increase engagement with student life

#### Action Steps:

- Continue student involvement with UH's enrollment in the NAPSA Culture of Respect Collective

- Continue to work with EOS Office and Health & Wellbeing to improve and promote use of sexual assault support resources
- Work with RHA and WGRC to make menstrual products available to students free of charge across campus
- Work with UHPD to reestablish Cougar Pack program
- Continue dialogue with Division of Administration and Finance to keep minimum wage increases in line with costs of living for students
- Work with Gerald D. Hines College of Architecture and Design to improve areas of concern regarding students' academic experience, including costs of laser cutting and model fabrication
- Collaborate with DOS, EOS, and GPSA to propose and ratify a Student Worker Bill of Rights
- Advocate for residence hall affordability via dialogue with SHRL
- Plan and execute International Mother Language Day on a yearly basis
- Continue support of USOs during Weeks of Welcome via volunteerism
- Continue support of DOS office through gameday tailgates
- Promote civic engagement via revival of Coogs Vote Campaign
- Reconvene Greater Houston Student Association as de facto leader
- Partner with SHAPE Community Center & Civic Heart for tablings, career fairs, and volunteering efforts
- Continue supporting of development and implementation of Project Basement, installing ablution stations and mindfulness spaces for students in accessible locations on campus
- Support development and success of RSO's through partnerships and support in navigating DSAES
- Continue revisions of SGA governing documents

## **Sustainable Campus**

### University Goals:

*#1 "Student Success: UH will have a student profile consistent with a nationally competitive public research University by creating an environment in which student success can be ensured."*

*DSAES Strategic Goals: "Student Success: ...Foster the holistic well-being of all students through coordinated, intentional services and processes."*

### Main Goals:

- To advocate for and potentially codify sustainable development practices in alignment with university strategic goals
- To seek ways to reduce single-use plastics on campus

### Action Steps:

- Work with Gerald D. Hines College of Architecture and Design to improve areas of concern regarding waste output from the design process
- Collaborate with Office of Sustainability to execute and promote Campus Race to Zero Waste
- Engage with Office of Sustainability and Auxiliary Services to reduce single-use plastics waste
- Collaborate with Office of Sustainability to promote increased knowledge and practice of single-stream recycling and composting

**i. Articulate how KPIs are tracked and how/when your unit utilizes them to measure progress towards your goals. Are there any deficiencies in your ability to measure your KPIs? If so, explain why.**

Not applicable

**ii. Identify the milestones laid out on the path to achieving the long-term goals you have laid out. How do these milestones contribute to your unit's ability to hold itself accountable to the long-term goals?**

Not applicable

**iii. In your response, identify who (besides the department director) is responsible for each milestone in the plan and for measuring each KPI you have identified.**

Not applicable

**5. 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 exists, discuss the number of persons 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 this data. If your unit holds events, please provide revenue sources breakdown of each revenue stream including but not limited to the number of:**

**i. Tickets sold/number of attendees recorded**

**ii. Merchandise**

**iii. Concessions sold/distributed**

**iv. Revenue generated from these sales**

Not applicable

**6. If your unit concluded FY2023 with a Fund 3 addition to Fund Equity in excess of \$5,000, please describe the conditions which cause the addition and provide a line-item identification of the budgetary sources(s) of the addition (i.e., lapsed salary, conference travel, etc.).**

The Student Government Association returned \$17,545 at the end of FY24. The reasoning behind this is because the one-time requests of the previous administration were not consistent with the platform initiatives of the 60<sup>th</sup> administration. \$8,342 was returned in Maintenance & Operations/Travel funds. The salaries were returned due to student leader vacancies throughout the spring and summer of FY 23. \$8,437 was returned in Salary/Wage/Fringe funds. \$766 was returned in Administrative Charges. Each administration allocates at least \$5,000 for the following administration, however our administration was left with ~\$18,000 from FY 23.

**7. Recognizing that the potential to generate additional Student Service Fee income for FY2025 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 5.0% in your total FY2025 base Student**

**Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made.**

Staffing costs would be cut at \$15,335. The SGA Office Coordinator position would be reduced to a part-time position to make most efficient use of the funds with the other portion of the cost being supported by the office of the Assistant Vice President of Student Affairs.

**8. Please discuss any budget or organizational changes experienced since your last year (FY2024) 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 SGA Office Coordinator was reduced to a part-time role, regarding budget or organizational changes since last year's (FY 2024) SFAC request. The reason for implementing them is that the position was heavily underutilized and did not work as many hours as was allocated through SFAC. With the 5% cut being enforced and through examination of positions and pockets of funding that had historically been inefficiently allocated, this was the most logical financial decision to make.

**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.**

Occasionally, other sources can be utilized in the form of off-campus foundations, civic engagement coordinators, and other non-profits, and or advocacy related organizations interested in the shared collaboration on advocacy efforts.

**i. If applicable, what can be done to increase donations, sponsorship sales, and other revenue streams? Please answer each separately.**

What can be done is investigation into seeking donations from former SGA leaders and distinguished alumni who are interested in investing into programs and/or initiatives SGA is advocating on behalf of the student body for.

**10. Does your unit generate revenue? (Please do not address donations in this question) If your unit does not generate revenue, respond "not applicable. If so:**

**i. Provide your unit's P&L statement for the current fiscal year and trailing five-years showing all revenue streams for your unit.**

Not applicable.

**ii. Provide line-item data for each revenue stream.**

Not applicable.

**iii. For each revenue stream, provide an explanation of the nature of the revenue and briefly articulate the successes and failures for each line item.**

Not applicable.

**11. Does your unit raise money from donors and sponsors? If your unit does not receive donations or sponsorships, respond "not applicable." If so:**

**i. Identify key staff members responsible for development and seeking sponsorships.**

Not applicable.

**ii. Provide financials for the current fiscal year, as well as the trailing five fiscal years including:**

**1. An analysis of your development activities. Include a breakdown of the nominal quantity of donors donating \$20m+, \$10m+, \$5m+ \$1m+, \$500k+, \$100k+, \$50k+, \$25k+, \$10k+, \$5k+, \$1k+, \$100+. Provide this both in terms of lifetime contributions and annual contributions.**

There have been no lifetime or annual contributions to SGA. GenHTX/CA4Y was the only donor to donate more than \$1,000 (\$1,300) and Hanna's Events to provide more than \$100 (\$500) both for the SGA Mayoral forum.

**2. An analysis of your sponsorship activities. Include a breakdown of total sponsorship dollars and identify your top twenty-five (25) sponsorship deals.**

SGA had \$1,800 in total sponsorships primarily for the mayoral forum held in FY 25. The only two sponsorship deals are as follows:

1. GENHTX/CA4Y - \$1,300 for branding and costs of goodie bags and memorabilia for the event

2. Hanna's Events - \$500 for food, giveaways, and decorations

**iii. If applicable, provide a breakdown of each capital project or capital campaign in your unit. Explain how each capital project or campaign aligns with the goals and milestones laid out in your department's strategic plan.**

Not applicable.

**12. 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.**

The Student Government is an advocacy organization and its overlap, if applicable, is contingent on the initiatives that each administration undertakes. Currently, the Student Government Association does not overlap with any other unit's service.

**13. What percentage of department M&O is allocated to marketing?**

**i. Please detail your comprehensive marketing strategy towards the student body including metrics used to measure the effectiveness of the marketing strategy.**

SGA's comprehensive marketing strategy revolve around 3 areas:

1. Digital/Social Media presence: Involves SGA listserv communications on information, regularly timed Instagram story, flyer, and video posts to inform students of upcoming events, ongoing initiatives, and avenues to get involved in SGA policy and advocacy efforts. The number of likes,



follows, engagements, comments, and responses are measured to accurately gauge effectiveness in order to pivot on strategies for marketing when necessary.

2. Event/tablings/Informational Sessions: Cougar Red Friday tablings every Friday, cross-collaborative RSO events, and meet-and-greet sessions are regularly planned that are centered around advocacy or a central theme to engage specific or broad audiences depending on the constituency to maximize student engagement and collaboration. The number of attendees, time in which they attend the events, number of items and or merchandise distributed to individuals, and numbers of scanning of QR codes for involvement are used to measure effectiveness.

3. In-person presence: concentrated marketing efforts through the SGA Ambassador program, senator engagement in large classrooms, and engagement through mandatory college town halls once per semester are utilized to engage the student body in the most up-front manner possible. Metrics include the number of physical flyers handed out for upcoming events and position openings, number of class speeches given, number of recorded students in attendance of classrooms when participating, and number of engagements through digital media introduced.

**ii. How much revenue is allocated towards the marketing strategy?**

\$6,250 is allocated towards the marketing department for all general marketing efforts, housed under the Department of Public Relations.

**14. If any of your funding from the student service fee goes to your general operating fund, please detail where any student service fees you received went and what they were spent on as well as future intentions if granted. Otherwise please respond “not applicable”.**

Not applicable.

**15. How does your unit contribute to campus culture and improve the student experience? How is the effectiveness of these contributions measured by your unit if at all? What else can your unit do going forward to continue to improve your contribution to the student experience?**

**i. Does your unit contribute to turning students into coogs for life?**

SGA contributes to campus culture and improves the student experience by empowering students in the system of shared governance through access to meetings with university administrators, promotion of student involvement through tailgate experience, and a commitment to service that invests students in bettering the current state of the university and investing in its future, long after graduation.

These contributions are measured through legislation passed to create new programs and initiatives, enforce policies created to make the university more efficient, volunteer hours committed to events and junctions on campus with RSO's, the Division of Student Affairs, and other campus partners, as well as or

Our unit can build and foster internal mechanisms and organizational partnerships within and outside of the organization to maintain a prominent level of education and knowledge of the functions of the institution to efficiently address student concerns and actualize them into long-lasting results and/or programs on campus.