**STUDENT FEES ADVISORY COMMITTEE (SFAC)**

**FY2025 PROGRAM QUESTIONNAIRE**

**COUNCIL FOR CULTURAL ACTIVITIES**

10/2023

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.

**Mission**: The Council for Cultural Activities (CCA) is a University Sponsored Organization (USO) and 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, Carnival of Cultures, 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 the reach of their cultural events. CCA also provides RSOs with equipment instrumental for an

event's success by providing free access to a popcorn machine, snow cone machine, cotton candy machine, 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 SOLAR and 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. Provide an organization chart of your unit. Large units may need to have an overview chart and them 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.



**COUNCIL FOR CULTURAL ACTIVITIES**

*2023-2024 Organizational Chart*

- Sarah Khan — Director — Paid position
- Katy Kaesebier — Interim Advisor
- Yasmina Dalibalta — Assistant Director — Paid position
- Malika — Graduate Assistant
- Asad Qavi — Marketing & Outreach — Paid position
- Vacant — Liason 1 — Paid position
- Vacant — Liason 2 — Paid position
- Minnah Khan — Liason 3 — Paid position
- Omar Hussain — Liason 4 — Paid position
- Reza Kazmi — Liason 5 — Paid position

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 (DSA) Strategic Initiatives and University of Houston Strategic Goals to which they can relate (links below). If your unit does not fall under the division of student affairs, explain, in detail, the strategic plan your unit operated under. Please comment on your success in achieving these strategic initiatives/action steps. If a strategic initiative/ action step changes 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.

   DSA: uh.edu/dsa/about/strategic-planning/2019-2023/
   UH Goals: uh.edu/about/mission

**Strategic Initiative 1: Evaluating the experience of RSO student leaders in the cosponsorship experience.**

   **Action Step A:** Create an end-of-year survey that liaisons will send to each of their respective Registered Student Organizations to assess their experience with CCA and determine areas of improvement.
   **Status: Achieved.** CCA sent out an end of year survey to all CCA registered member organizations to evaluate their experience with CCA and identify areas of improvement. RSO Student Leaders were satisfied overall, but wanted more hands-on learning about requesting funding, and equipment. CCA now holds monthly information sessions to better assist and equip & educate them.
   **DSA Strategic Initiative SS.2:** Expand diverse experiences on exploration and education while identifying and meeting the needs of our student population through supportive, inclusive environments.
   **UH Strategic Goal #2:** 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.

**Strategic Initiative 2: Refine CCA's resources for RSO student leaders to increase their overall reach and impact at the University of Houston.**

   **Action Step A:** Transition to the Finance Tool on Get Involved for all event proposals and co-sponsorship requests.
   **Action Step B:** CCA will update its forms used by RSOs and FAQ to increase clear communication about CCAs resources and make the website easier to navigate and increase accessibility. Additionally, we will include a section explaining the Finance Tool.
   **Status: Achieved.** CCA has successfully transitioned to the finance forms on Get Involved and ensured it to be the only way for RSO's to request funding/equipment rentals. Guidelines on how to apply were also highlighted on our social media, website, and through physical pamphlets. Additionally, CCA hosts monthly information sessions to explain and go over how to navigate the tools and forms on Get Involved.

**DSA Strategic Initiative R.3:** Leverage and adapt resources in innovative ways to increase effective utilization.

**UH Strategic Goal #2:** 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.

**Strategic Initiative 3: Implement new marketing strategies to increase CCAs brand awareness to students, faculty and staff, alumni, and the Houston community.**

**Action Step A:** CCA will update and re-establish a monthly email newsletter to promote CCA member organizations, events, and share cultural and diversity-related workshops.

**Action Step B:** Create member organization spotlights for CCA member organizations on CCA social media platforms. Additionally, promoting CCA member organizations cultural and diversity-related events.

**Status: Partially achieved, ongoing.** Due to not having a Marketing and Outreach liaison on board, CCA was not able to send out monthly newsletters. However, member organizations and their events and other cultural events were advertised on the CCA page. We amplified our social media efforts and presence by making it more active and engaging with interactive posts.

**DSA Strategic Initiative R.1:** Evaluate resources to identify opportunities for efficiency, improvement, and transformation.

**UH Strategic Goal #2:** 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.

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.

      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.

      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?

      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.

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

**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.

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

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

**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.

**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.

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

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

**(i) Key Performance Indicators (KPI's) to be used:**

1. Insights from social media on these events. (Interactions and engagements on the posts)
2. Number of RSVP's vs Number of attendees.
3. Number of responses and information gained from feedback forms.
4. Scores on Information session quizzes.
5. Surveys passed out to member RSO's.

**(ii) Milestones laid out for long term goals:**

CCA cannot lay out milestones to achieve long term goals. We are a university sponsored student organization, with a council that changes every year. Each council creatively adapts to student needs which are evolving, and it is not reasonable or fair to set long term goals for them. CCA derives its motivation to work relentlessly from its mission which is to support the diversity and cultures of all people in our campus community.
CCA is meant to Celebrate Culture and Share Community.

(iii) **Individuals responsible for measuring KPI's:**
(iv) Director, Assistant Director, Marketing & Outreach Liaison.
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
   ii. Concessions sold/distributed
   iii. Revenue generated from these sales

**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.

**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:

| | |
|---|---|
| Number of Member Organizations | 35 |
| Number of Collaborations with Departments, University Sponsored Organizations | 5 |
| Number of Approved Co-Sponsorships by CCA | 60 |
| Number of Signature Events | 4 |

**Attendance: CCA maintained the popularity of its 4 signature events with the return of students and in-person programming on campus.** There is an obvious need and want for cultural programming on campus. Additionally, CCA plans to strategically market to increase

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 | FY21 | FY22 | FY23 |
|---|---|---|---|
| Cultural Taste of Houston Fall | 995 (3-hour event) | 2084 (3-hour event) | 2084 (2-hour event) |
| Cultural Taste of Houston Spring | NA | NA | 2559 |
| Cultural Explosion | 709 | 718 | Coming Soon Nov. 16th |
| Cultural Catwalk | NA | 318 | 255 |

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.).

**Total Funds to be Returned:**

- **Student Wages:** CCA had multiple vacant positions throughout FY22. Due to this hiring gap, some of the money allocated to salaries went unused. The amount of student wages that were not used, were $5,897. Currently, CCA has a full board and plans to utilize all funds allocated.

  Salary/Wage/Fringe: $8,062

  Maintenance & Operations: $200
         Fund Transfer for Maintenance ($2,862)

  Administrative Charges: $497

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.

A 5% cut to the CCA budget would be $8,127.35. To accommodate this cut CCA would:

- **Reduce the budget by $5,000 and eliminate Cultural Fiesta as a program** that CCA puts on during Fiesta, but it would decrease cultural programming and representation from Fiesta as a whole.

- **Remove an additional $2,127.35 from the budget,** which would hinder CCA from providing funding to student organizations on campus. These funds would take away from the Co-Sponsorships provided for cultural funding for student events that will lessen CCA's impact on campus.

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.

CCA did not experience any budget or organizational changes since our last SFAC request.

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.

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

CCA generates revenue from the Cultural Taste of Houston event during the Fall and Spring Semester by selling Taste Tickets. During the Fall semester, tickets are sold at $5 each with the value of the sample being $9 each, while during the Spring Semester, tickets are sold at $1 each with the value of the sample being $2 each. These are both cost-recovery efforts, aimed to help reduce the cost per student to enjoy this one-of-a-kind cultural event. CCA does not net any profit from this source of revenue.

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.

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

    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.

**(i) Not applicable.**

**(ii) Not applicable.**

**(iii)** CCA generates revenue from the Cultural Taste of Houston event during the Fall and Spring Semester by selling Taste Tickets. During the Fall semester, tickets are sold at $5 each with the value of the sample being $9 each, while during the Spring Semester, tickets are sold at $1 each with the value of the sample being $2 each. These are both cost-recovery efforts, aimed to help reduce the cost per student to enjoy this one-of-a-kind cultural event. CCA does not net any profit from this source of revenue.

11. Does your unit raises 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.
    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.
        2. An analysis of your sponsorship activities. Include a breakdown of total sponsorship dollars and identify your top twenty-five (25) sponsorship deals.
    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 departments 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 Activities Funding Board (AFB), a funding agency of SFAC, provides funding resources to registered student organizations of all kinds at the university. While AFB and CCA both provide financial support for programs or events at the University of Houston, CCA is distinguished by providing our co-sponsorship experience for RSOs. The co-sponsorship experience is comprised of one-on-one event planning, assistance through assigned liaisons that help RSOs understand the process of event planning, along with UH policies and only focuses on supporting events that promote cultural awareness. CCA can provide leverage to underrepresented cultural RSOs that require the support and the exposure that they deserve through marketing assistance. We also do not co-sponsor any event or program that is not free and open to all UH students.

Additional differences between CCA and AFB include:

- CCA will only fund culturally based programming or events following university guidelines, while AFB will fund any program that follows university guidelines.

- For CCA, there is a $5,000 limit per year for member RSOs, and a $2,500 limit per year to nonmember RSOs, while for AFB, there is a $3,000 limit per academic year for all organizations

- CCA does not fund general body meetings, conferences, or philanthropy but AFB does.

- CCA has equipment reservation resources, liaisons to guide students, and cultural events, which AFB does not.

CCA and AFB work together efficiently utilizing the Finance Tool on Get Involved to ensure that a single RSO is not funded by both organizations for the same item at the same event.

CCA is a unique organization that concentrates its efforts on diverse programming for students to increase their exposure to and learning about the many cultures represented at the University of Houston. CCA believes that it is truly a one-of-a-kind organization

dedicated to providing representation of a variety of cultures through social and educational activities, not only on-campus but in the Houston community.

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

**(i)**

**1. Audience Segmentation:** Begin by segmenting the student body based on demographics, interests, and behavior. Understand their needs, preferences, and communication channels.
**2. Define Clear Objectives:** Set specific, measurable, achievable, relevant, and time-bound (SMART) objectives for our marketing efforts. Examples include increasing event attendance, raising awareness of cultural activities, or boosting student engagement.
**3. Choose Marketing Channels:** Select the most relevant marketing channels to reach your target audience. This might include:
- **Social Media:** Utilize platforms like Facebook, Instagram, and Twitter/"X" to share event updates, behind-the-scenes content, and engage with students.
- **Email Campaigns:** Send regular newsletters with event schedules, highlights, and exclusive offers to subscribers.
- **Website:** Maintain an up-to-date, user-friendly website where students can find information about events, ticketing, and resources.
- **Print Materials:** Distribute flyers, posters, and brochures and put-up yard signs across campus.
- **Campus Events:** Promote events at other campus gatherings or through partnerships with other student organizations.
- **Influencer Marketing:** Collaborate with student influencers to promote events and activities.

**4. Content Creation:** Develop compelling and relevant content that resonates with students. This might include event previews, artist profiles, video interviews, and interactive content.
**5. Engage and Interact:** Encourage two-way communication with students. Respond to comments and messages promptly and engage with user-generated content related to your events.
**6. Run Targeted Campaigns:** Use data analytics and audience insights to run targeted advertising campaigns. Platforms like Facebook Ads and Google Ads will allow us to narrow down our audience by demographics, interests, and behavior.
**7. Track and Measure:** To assess the effectiveness of your marketing strategy, consider using the following metrics:
- **Attendance Numbers:** Measure the number of students attending events compared to your goals.
- **Website Traffic:** Monitor website visits, page views, and click-through rates.
- **Social Media Engagement:** Track likes, comments, shares, and follower growth.
- **Email Campaign Metrics:** Monitor open rates, click-through rates, and conversion rates from email campaigns.
- **Survey Feedback:** Collect feedback from attendees through post-event surveys to gauge satisfaction and gather suggestions for improvement.

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- **Conversion Rates:** Measure the percentage of people who take desired actions, such as signing up for newsletters or attending events after interacting with your marketing materials.

**8. Iteration and Improvement:** Continuously analyze the data and insights gathered from your marketing efforts. Use this information to refine our strategy, focusing on what works best for engaging the student body.

**9. Budget Management:** Ensure that our marketing strategy aligns with our budget. Allocate resources effectively to high-impact channels and campaigns.

Remembering that the effectiveness of a marketing strategy can vary depending on the specific goals and context of your organization. Regularly assess our strategy, make data-driven adjustments, and remain adaptable to changing student preferences and behaviors.

(ii) **Not Applicable.**

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?

1. **Organizing Cultural Events:** Our events provide students with opportunities to engage with diverse cultures, connections, art forms, and experiences, enriching RSO's and their cultural awareness and appreciation.

2. **Promoting Cultural Diversity:** By hosting a wide range of cultural activities and perspectives, we contribute to creating a more culturally rich and diverse campus culture. We also collaborate with student organizations representing diverse cultures to foster understanding and unity among the student body and provide them with a platform to express themselves and resources to enhance their activities.

3. **Enhancing Student Engagement:** Cultural events organized by our unit help increase student engagement on campus. When students attend and participate in these events, they are more likely to feel connected to their university and its community.

4. **Personal and Professional Development:** Events like Cultural Taste of Houston (CTOH) and Cultural Explosion (CE) offer opportunities for students to develop their skills and talents, whether through performing, volunteering, or organizing aspects of the events. This contributes to students' personal growth and even enhances their resumes.

5. **Measuring Effectiveness:** To measure the effectiveness of our contributions, we use various metrics, such as attendance numbers at events, surveys to gather student feedback, and assessments of the impact on campus culture and diversity.

6. **Turning Students into Lifelong Supporters:** Units like these can play a role in fostering a sense of pride and loyalty among students. If students have positive and memorable experiences with cultural activities during their time at the university, they may be more likely to become engaged alumni or "Coogs for life." This can involve alumni events, networks, and initiatives that keep graduates connected to the university.

Going forward, our unit can improve our contributions to the student experience by:

- Continuously seeking student feedback to tailor our programming to student interests and needs.
- Exploring innovative event formats and collaborations with other campus groups.
- Expanding outreach to ensure that all students are aware of and have access to our events.

- Leveraging technology and social media to promote events and engage a wider audience.
- Establishing leadership development programs for students interested in event planning and cultural promotion.

Our unit has a lasting impact on campus culture and helps create an intense sense of community among students, which will extend well beyond their time at the university and make them Coogs for life.