COUNCIL OF ETHNIC ORGANIZATIONS

STUDENT FEE ADVISORY COMMITTEE REPORT

FY 2013

QUESTION ONE

Please provide a one-page executive summary of your questionnaire responses. This summary should include, in brief terms; your unit's mission, how you would accomplish your unit's mission, and justification of your unit's student fee allocation in terms of benefits for students.

<u>Mission</u>
The mission of the Council of Ethnic Organizations is to promote, advance, support, and increase the level of cultural awareness and diversity at the University of Houston.

CEO aims to reflect the university community at the University of Houston through diverse events and programs. The organization provides an avenue for social interactions among students from every part of life's spectrum in hopes of creating an open and fun atmosphere. We also hope to allow them to experience ideas that they might not have ever had the chance to experience before.

We accomplish our mission through fun, informative and meaningful events throughout the campus. Our events can at times focus on specific regions or groups, to offer the campus community a better understanding of those specific regions or groups. Our events can also offer the students a broad idea of diversity and a taste of many regions or groups.
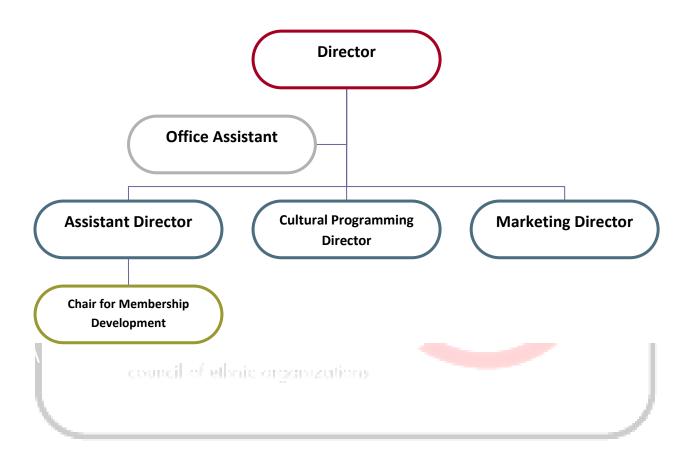
<u>Objectives to accomplish mission</u>
CEO's objectives are in place to ensure continued forward momentum in programming culturally for a campus as diverse and large as the University of Houston.
1. Broadening the scope of the words "diversity" and "culture".
2. Provide high quality, culturally oriented events.
3. Become more recognizable and branded throughout campus.
4. Develop our individual members and their involvement with CEO.
5. Develop our member groups and their processes and events.

<u>Justification</u>
As the second most diverse campus in the nation, an organization like CEO and its programming are vital for the campus community, especially since the organization is also the only entity on campus that focuses on multiculturalism solely. One of the things CEO hopes to foster this year is students understanding the idea of diversity and culture and what those two terms could mean to them and to those around them. We believe and hope to support understanding and open-mindedness, if not acceptance, due to its importance in the students' current and future lives and careers.

QUESTION TWO

Provide an organization chart of your units. 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, custodian, etc.), note this on your chart. Student employees should be cited on the chart and identified as students.

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                          ┌─────────────────┐
                          │    Director     │
                          └────────┬────────┘
      ┌─────────────────┐          │
      │ Office Assistant │─────────┤
      └─────────────────┘          │
   ┌──────────┬──────────────────┬──────────────────┐
┌──┴────────┐ ┌──────────────┐ ┌──────────────────┐
│ Assistant │ │   Cultural   │ │    Marketing     │
│ Director  │ │ Programming  │ │    Director      │
└────┬──────┘ │  Director    │ └──────────────────┘
     │        └──────────────┘
┌────┴──────────┐
│ Chair for     │
│ Membership    │
│ Development   │
└───────────────┘
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council of ethnic organizations

We recently were able to acquire a Cultural Programming Director and a Chair for Membership Development. Those two positions have allowed CEO board members to focus on their positions solely and fully. Whereas before the Director was the head programmer, the Cultural Programming Director now handles the programming and allows the Director to focus on the organization as a whole and its progress towards our mission. Similarly, the duty of developing our member groups and individual members is now the responsibility of our Chair for Membership Development, instead of all board members handling those tasks. All positions included in chart are paid and held by students.

QUESTION THREE

List the objectives that you provided with your 2010-2011 SFAC request. Please comment on your success in achieving these objectives. If an objective changed during the year, please note this and explain. Also, list any new objectives, the rationale for the addition, and comment on your success in achieving these objectives.

<u>2010-2011 Yearly Objectives</u>

Objective 1
Design culturally innovative programs geared towards the interest of students.

  I. **Plan of action:** includes planning events in advanced, having a minimum of four CEO programs and month, surveying for interests of students, and collaborating with ethnic organizations throughout campus.
  II. **Status:** Achieved/Ongoing.
  III. **Comments:** CEO has achieved a more organized way of planning events including planning in advanced and having at least four a month. We are currently also collaborating with organizations throughout campus and surveying students.

Objective 2
Increase individual and organization membership.

  I. **Plan of action:** includes creating numerical goal and tracking, compiling list of general meetings of student organizations, attend other fee-funded organizations meetings.
  II. **Status:** Ongoing.
  III. **Comments:** We have a list of organization meetings happening every day and are currently working on a schedule to allow us to attend at least two every week.

Objective 3
High visibility to the University of Houston students and community throughout the 2010-2011 academic year.

  I. **Plan of action:** includes creating banner, reaching out to departments around campus, being more visible at student organizations' meetings/events, develop better marketing strategies.
  II. **Status:** Achieved/Ongoing.
  III. **Comments:** We have designed a new logo and implemented it in all of our new marketing material, as well as printed a general banner with the logo to use at all events. We're currently in the process of creating a schedule that will allow us to attend organizations' meetings/events, and have developed new, innovative

marketing strategies. The strategies include using costumes to draw attention to us, possible use of flash mobs, and more unique marketing techniques.

Objective 4
Help larger student organizations continue to grow, and smaller and newer organizations develop.

I.   **Plan of action:** including budgeting $1,500 set aside for student organizations, use of design director, marketing resources CEO has to offer (machines, funding, computers, etc.)
II. **Status:** Achieved/Ongoing/Changed.
III. **Comments**: We made available funding for organizations to use and are still making that available as well as our equipment and supplies. We replaced the Design Director with a Marketing Director. We have however changed our process of collaborating with organizations. Instead of using a reimbursement system, where the organizations ask for a certain amount and once approved, we reimburse them that amount, we've created an opportunity to "collaborate." The organizations and our Chair for Membership Development sit down and decide how the two organizations can work together and make the event 50/50. This allows the event to be a little bit more organized, and CEO can use more of its resources to market and ensure there are a good number of students attending.

Objective 5
Offer programming and volunteering opportunity for individual members.

I.   **Plan of action:** includes utilizing program outline, creating committees, update individuals at bi-weekly general meeting.
II. **Status:** Achieved.
III. **Comments:** We informed and utilized our members and member groups more frequently than before through membership meetings and volunteering opportunities at CEO events. Our top member reached 40 individual points, through volunteering at and attending our events, creating program outlines for new event ideas and suggesting cultural events outside of the UH campus. Similarly, our top organization reached 68 points through volunteering at and attending our events, participating in highlighted events such as International Marketplace and Explosion, and collaborating with other student organizations.

Objective 6
Maintain effective communication between executive board members and individual members and organization.

I. **Plan of action**: updating executive board, maintaining hard and soft copy of files of events, inform members of any changes made.
II. **Status:** Achieved.
III. **Comments:** Hard copies of all events attendance and sign-ins from FY2011 were kept in a binder; the same is being done for FY2012 as well as electronically. We also utilized General Meetings, CEO Board Meetings and Allocations Meetings as a way to communicate effectively within CEO and between the organization and its member groups and individual members.

QUESTION FOUR

Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned objectives and their importance as compared to other objectives that you might pursue. Where data exist, discuss the number of persons served by each of your programs, the satisfaction level of those served, and/or any other assessment measures evaluated. Please provide the method for collecting these data.

CEO utilizes a variety of pre-event and post-event measures to evaluate the quality of our programming. We also use measures that allow us to understand our progress in reaching our yearly objective and goals.

- The Director meets with each board member of CEO in bi-weekly one-on-ones (i.e. Marketing Director, Chair for Membership Development, etc.). One of the goals of these meetings is to evaluate what objectives have been met in their specific areas and what steps will be taken to reach those objectives. Similarly, a post-event one-on-one takes place to evaluate the outcomes (Appendix A).
- We keep track of certain statistics:
  - The number of students present.
    - Based on head counts and clickers, number of promotional items given away, and sign in sheets.
  - How much the event cost and the cost per student in attendance.
  - How often our equipment/supplies are used.
- CEO Board Members meet weekly to discuss organizational events and progress in reaching the goals laid out at the beginning of the semester.
- CEO Board Members will meet half-way through the semester to evaluate the goals we formed at the beginning of the semester, what progress we'd made in reaching them, and how we could go above and beyond the aims of those goals.

NUMBER OF ATTENDEES

Fall 2010

Event	Attendance
Photos Around the World!	75
Darjeeling Limited Movie Screening	47
CEO Org. Fair	63
Pan's Labyrinth Movie Screening	11
1st General Meeting	75

Hispanic Heritage Month	239
UH vs. UCLA Fee Funded Watch Party	250
Will and Company Marketing	240
2nd General Meeting	33
Will and Company (Day of Event)	187
Courage of a Nation: Latino Show	100
Family Weekend	100
3rd General Meeting	76
4th General Meeting	71
Day of the Dead	87
Henna Tattoo	163
Fashion Show	215
Clothing around the World	21
5th General Meeting	67
International Explosion	520
Sushi Lesson	55
International Marketplace	4,000
Total	**6,695**

Spring 2011

Event	Attendance
Fee-Funded Dodgeball Mixer	125
6th General Meeting	31
Asian Spring Festival	600
From the Mind of the Mic: Poetry Slam with InQ	65
Tunnel of Oppression	25
Flag Day T-shirt Decorating	125
Sushi Lesson	35
Around the World in Three Days	3,200

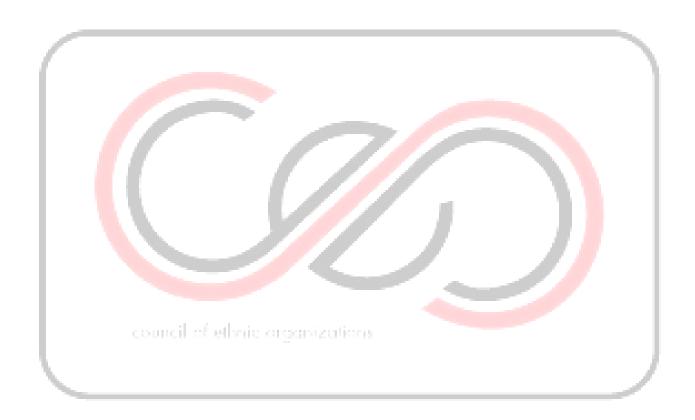| Frontier Fiesta Carnival Rides	2,900
Women of the World	145
Total	**7,251**

Fall 2011

Event	Attendance
Cat's Back	150
Outdoor Movie Festival: Kung Fu Panda 2	240
Get to Know CEO Week: Org. Fair	250
Get to Know CEO Week: Diversity Wall	300
Allocations Meeting	10
General Meeting	58
Food from Honduras!	15
2nd General Meeting	40
Food from Spain!	25
3rd General Meeting	43
Allocations Meeting	11
Divas of Diversity	74
Filipino Heritage Day	320
4th General Meeting	30
Total	**1,521**

EQUIPMENT RENTALS/SUPPLY REQUEST
Spring 2011-September 2011

Equipment/Supplies	Number of Uses	Number of Uses
	Spring 2011	*Fall 2011(Aug.-Sep.)*
Popcorn Machine	21	7

Snow cone Machine	14	6
Cotton Candy Machine	4	2
Misc. Equip (Coolers, extension cord, etc.)	16	5
Banner Paper	35	10
Paint	20	6
Total	**110**	**36**

QUESTION FIVE

Please discuss any budget changes experienced since your last (FY2012) 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. In addition, if your unit concluded FY2011 with a Ledger 3 Fund Equity balance, please describe the conditions which caused the fund balance.

The FY 2011 Fund Equity balance was $9,153.18. Of the $9,153.18 dollars, $6,166.30 is meant to go toward the payment of three student leader positions (Director, Assistant Director, and Office Assistant) that were experiencing issues with Human Resources and their payment. Our hope is that the funding will still be taken out of FY 2011 budget, which should reduce our fund equity significantly. The remaining $2,986.88 was Maintenance and Operations budget left to cover administrative fees on any remaining open commitments in the budget.

Please list your 2012-2013 objectives in priority order. Larger units may wish to group your response by subprogram. Under each objective, state the specific programs, activities, and/or services that you plan to implement to meet your objectives.

CEO has broad objectives that we aim to accomplish this year through specific and measurable goals. Under these five objectives, certain sub points are "goals" that were determined at the beginning of the year based on what we saw could be improved and built on from previous years, as well as creating new goals that we saw as necessary for the organization this year.

Objective 1: Broaden how the words "culture" and "diversity" are defined within the organization and throughout campus.
I. Plan of Action:
  a. Present a variety of cultures to the campus community.
     i. *Goal*: highlight 12 different regions/countries:
        1. Focus on areas that have not been programmed for/about in previous years.
        2. Focus on aspects of cultures that are not usually celebrated (e.g. traditions that revolve around death).
     ii. *Goal*: highlight 5 different groups:
        1. Focus on general ideas and groups that can also define "culture."
        2. Network with groups that don't necessarily represent a ethnicity or region (e.g. the LGBT community).
  b. Student opinions matter:
     i. Host a discussion series in General Meetings to understand what students feel diversity means to them and what they want to see in diversity programming.
  c. Collaborating with member groups with ethnically driven missions and those that are not ethnically driven. We understand that an organization that focuses on a specific region or group will have a more focused and narrowed view on that region or group, and thus would be beneficial to partner with.

Objective 2: Provide high quality, culturally-oriented programs.
I. Plan of Action:
  a. Forming better techniques for organizing event documents.
     i. Using "Google Docs" to organize responses for surveys, sign ups, etc.
     ii. Creating separate folders for different sections of an event, ensuring there are hard copies (i.e. reservations, contracts, miscellaneous documents, etc.) in order to create a record of event planning so that there is a continuity of leadership in CEO.

      b. Surveying students:
           1. Spot on Membership Application asks for opinions on which cultures students would like to learn about.
           2. Surveys to be emailed out to listserv and put on our website. Where those that have heard of CEO and those that have not and might be interested can equally voice their opinions.
      c. Varied type of programming:
          i. Offering fun and meaningful programs through a variety of mediums (i.e. cooking lesson, language lessons, dance festivals, panels/discussions, etc.)

Objective 3: Become more recognizable and branded throughout campus.
    I. Plan of Action:
      a. Create a new and improved logo (*accomplished*). (Appendix B)
      b. Designing new general banner with logo to hang at all events (*accomplished*).
      c. Understand where CEO stands in the campus community:
          i. Beginning of the year survey taken at three CEO events in August and September. These three CEO events included an Outdoor Movie Festival and Cat's Back, where we were able to get opinions from students that might not have heard of CEO before.
          ii. End of the year survey (same survey) to see what progress we've made (Appendix C).
      d. Networking with departments throughout campus (educational and otherwise) to build relationships.
          i. *Goal*: collaborating with at least ten departments by the end of the year.
      e. Better marketing strategies:
          i. Print format—more use of banners and larger posters that bring a lot of attention but don't necessarily use resources like handbills do.
          ii. Innovative strategies like flash mobs and use of costumes.
          iii. Marketing designed toward specific audiences:
             1. Residents: appropriately targeting areas where students live in order to post and pass on marketing material.
             2. Non-residents: using high traffic times and areas to focus our marketing toward those that don't live on campus.

Objective 4: Development of Individual Members
    I. Plan of Action:
      a. *Goal*: at least 16 members, through volunteering and participation, will pursue active positions as board members/committee members for the following year and beyond:

  i. Creating a personal touch and building relationships with individual by implementing smaller, more quality committee systems, inviting members to our office to spend break time with board members, having regular "movie nights," etc.

  ii. Allowing individual members to take part in the planning process for events. This can include creating an event idea, helping the Cultural Programming Director set reservations and contact organizations we might be collaborating with, etc.

  iii. Creating a committee system:
   1. Occurs during General Meetings so that the individuals don't have to commit multiple time slots with busy schedules.
   2. Committees include: marketing, diversity outreach, and diversity programming so that members have active roles in event planning.

b. *Goal*: at least 15 members will attain 200 points each by being active in planning events and taking part in organizational activities.
  i. Encourage members to utilize our Program Outline that allows for them to create program ideas of their own.
  ii. Offer members volunteering opportunities at CEO events as well as events and programs around campus and Houston.

c. *Goal*: at least five members will seek volunteering opportunities with other fee-funded groups:
  i. Special points awarded for working with other groups.

d. Revamping point system to create more incentive to participate in CEO events.

Objective 5: Development of Member Groups
 I. Plan of Action:
  a. *Goal*: holding at least six "allocations meetings" throughout year to provide consistent rules, information, benefits, etc.
  b. Collaboration Events
   i. Ability for member groups to partner to with CEO from beginning to end in event planning.
    1. Working 50/50 and making it a "CEO and Organization event," instead of just cosponsoring. As explained above, instead of just reimbursing organizations, CEO and the organization work together to put an event on. The Chair for Membership Development and the organization sit down to discuss the details and how both organizations can create and implement a successful program.
  c. *Goal*: at least 15 organizations will attain 300 points by actively participating in CEO events and organizational activities.
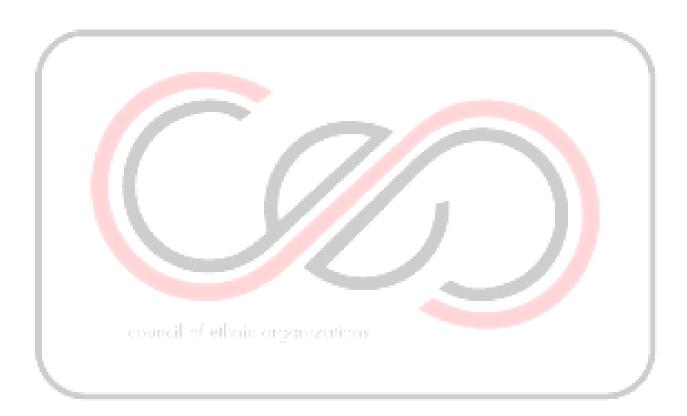
d. Awarded points for collaborating with other member groups and registered student organizations.
e. Compiling list of organizations and their websites/emails to have a source for the campus community and a way of advertising for member groups.
f. Continue to make available equipment that member groups are allowed to use/borrow.
    i. Computers
    ii. Copy machine
    iii. Snow cone, popcorn, and cotton candy machines (with supplies)
    iv. Coolers, extension cords, etc.
    v. Banner paper and paint
g. Revamping point system to create more incentive to participate in CEO events.

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.)?
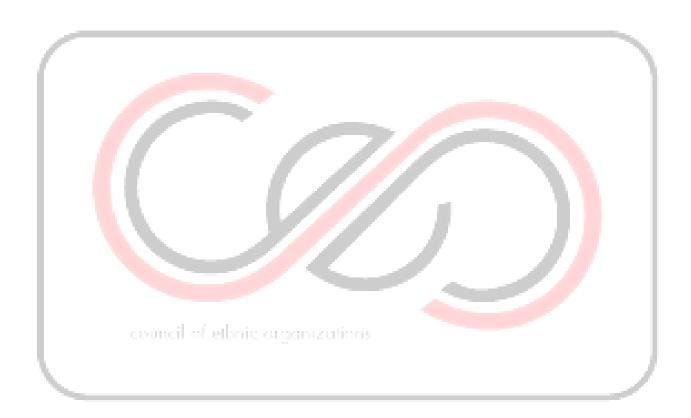
CEO is funded solely by student fee dollars, allowing us to offer completely free and innovative programs to the student community.

QUESTION EIGHT

Please describe any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.

No overlap exists between CEO and other units.

EVENT FEEDBACK REPORT

Name: _____

Position: _____

Name of Event: _____

Date: _____

Purpose of Event:

_____

_____

Attached Marketing Material? _____

Did the event meet its purpose? _____

_____

Description of event day/changes that could be made:

Student comments:

General comments:

Old Logo

New Logo

The Council of Ethnic Organizations (C.E.O) is a student fee-funded organization that promotes cultural awareness and diversity at the University of Houston. Our mission is to promote, advance, support and increase the level of cultural awareness and ethnic diversity at the University of Houston.

Please answer the following questions.

How did I find out about this event?

_____

How many CEO events have you been to in the past?

0   1   2   3   4   5   6   7   8   9   10

Not at all   Extremely

I have visited www.uh.edu/csiceo.

        Yes

        No

How familiar are you with CEO's mission? (On top of this page)

0   1   2   3   4   5   6   7   8   9   10

Not at all   Extremely

How familiar are you with CEO's logo? (On top of this page)

0   1   2   3   4   5   6   7   8   9   10

Not at all   Extremely