



# Student Program

# Board

SFAC



# Today's Agenda

Key Talking Points

Mission and Purpose of SPB

Organizational Structure

Our Board

Unit Successes and Challenges

Past Attendance

SPB Major Events

Request Overview





# MISSION

The Student Program Board's mission is to enhance the student experience at the University of Houston and bring the UH community together through entertaining, thought provoking, and exciting events. SPB exists to create programs with social, cultural, and intellectual aspects for the student body throughout the year which all students are encouraged to attend. SPB will also provide opportunities for students to excel in leadership roles and assist in enhancing the student experience through our many committees.



# UH DSA Strategic Values

## Innovation

- SPB will provide programs and services that meet the evolving needs of our community. We embrace improvement, adaptability, and professional development through our programs.

## Collaboration

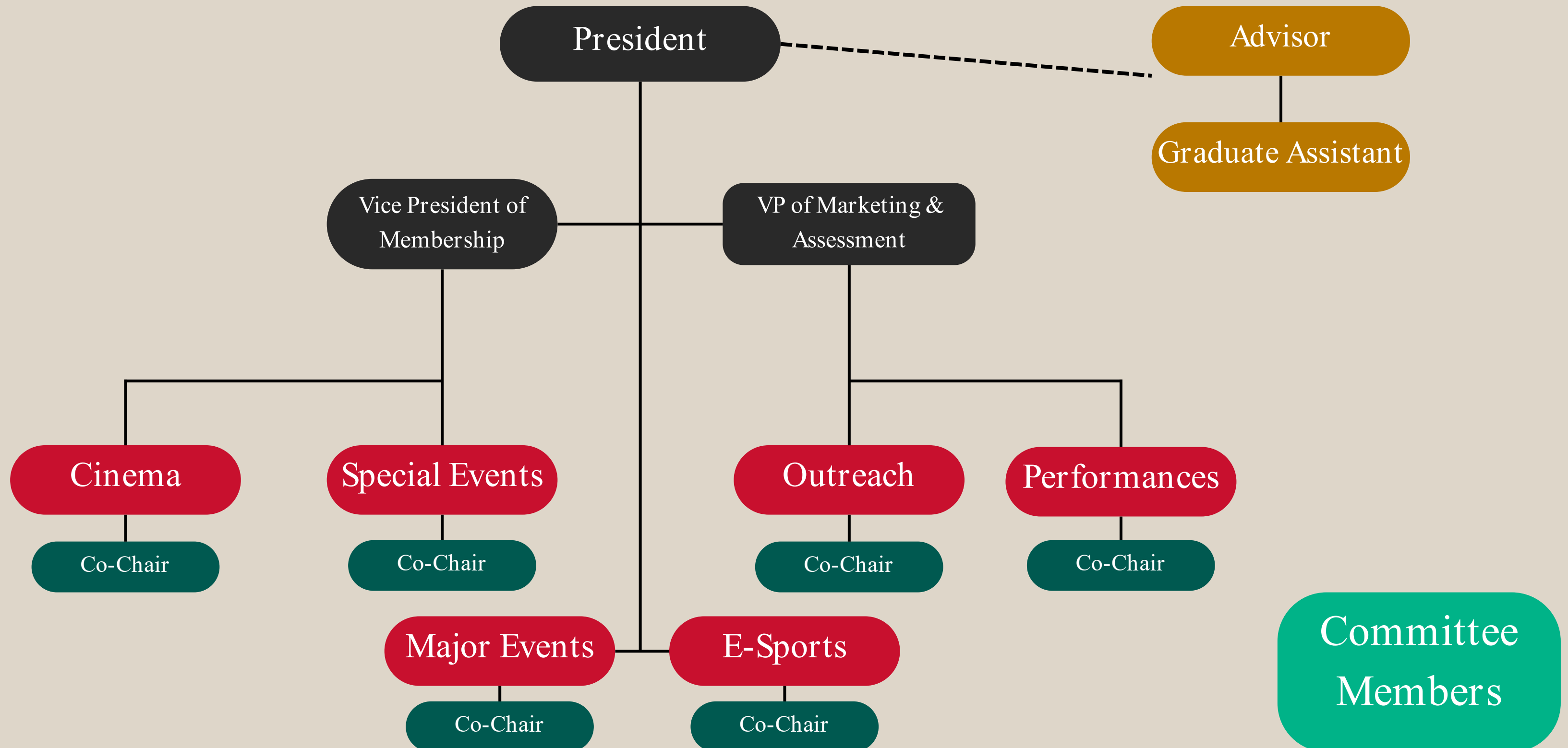
- SPB will build strength through creative innovation, research, and partnerships in everything we do

## Integrity

- We hold ourselves accountable for delivering exceptional programs, services, and facilities with care, honesty, and transparency about our processes and outcomes.



# Organizational Structure







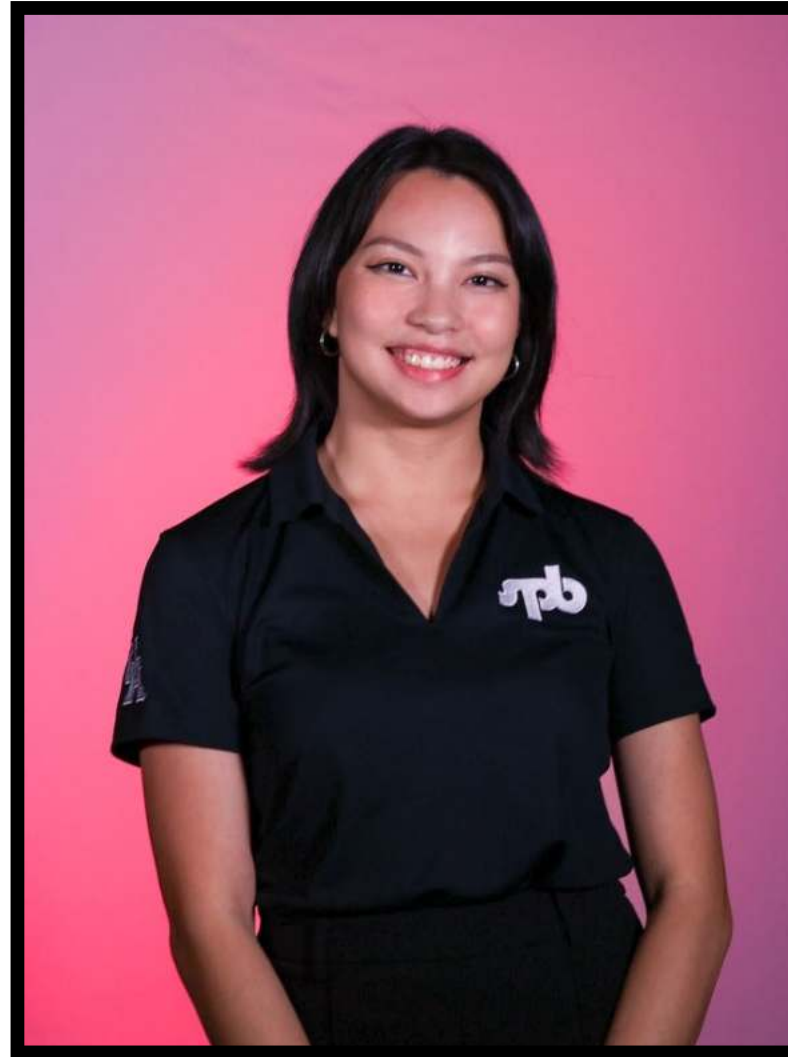
# The SPB Board

# SPB Exec Board



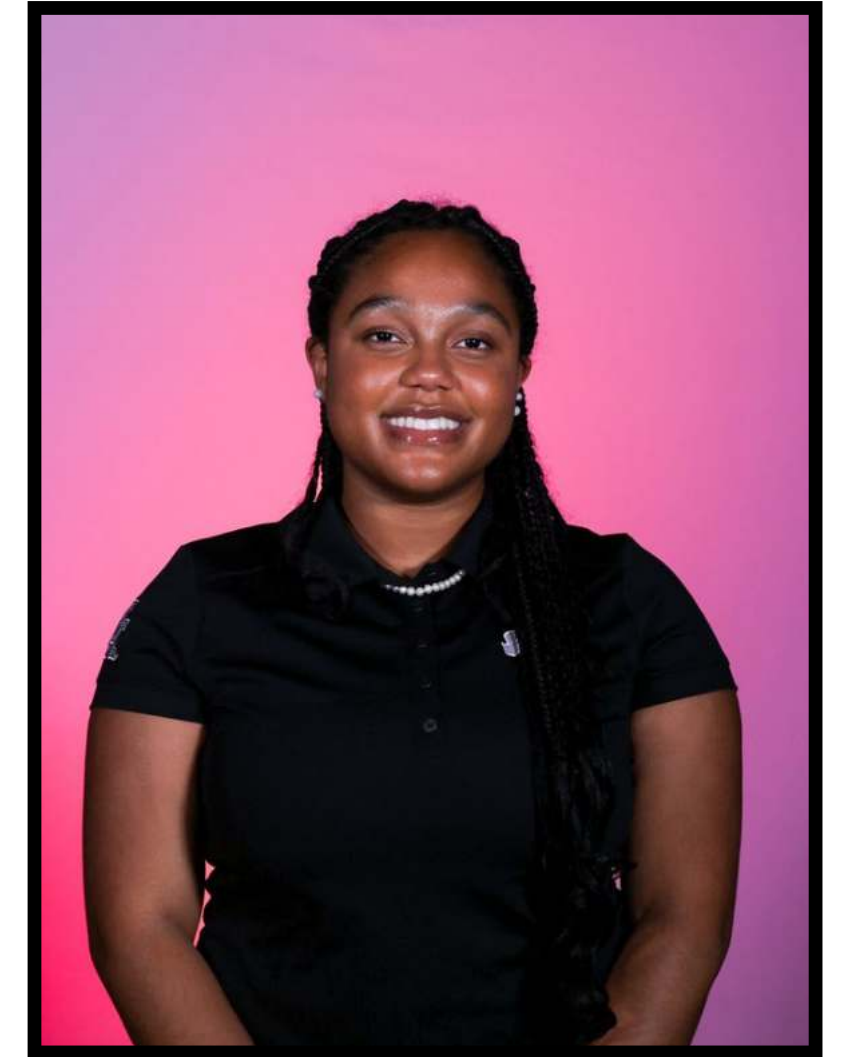
Jordan Porter

President  
Anthropology  
Class of 2025



Gwyneth Tan

Vice President of Marketing and Assessment  
Strategic Communications  
Class of 2025



Keyera Joseph

Vice President of Membership  
Business Administration  
Class of 2027



# SPB Chairs



Madison Marshal

Major Events

Public Health

Class of 2025

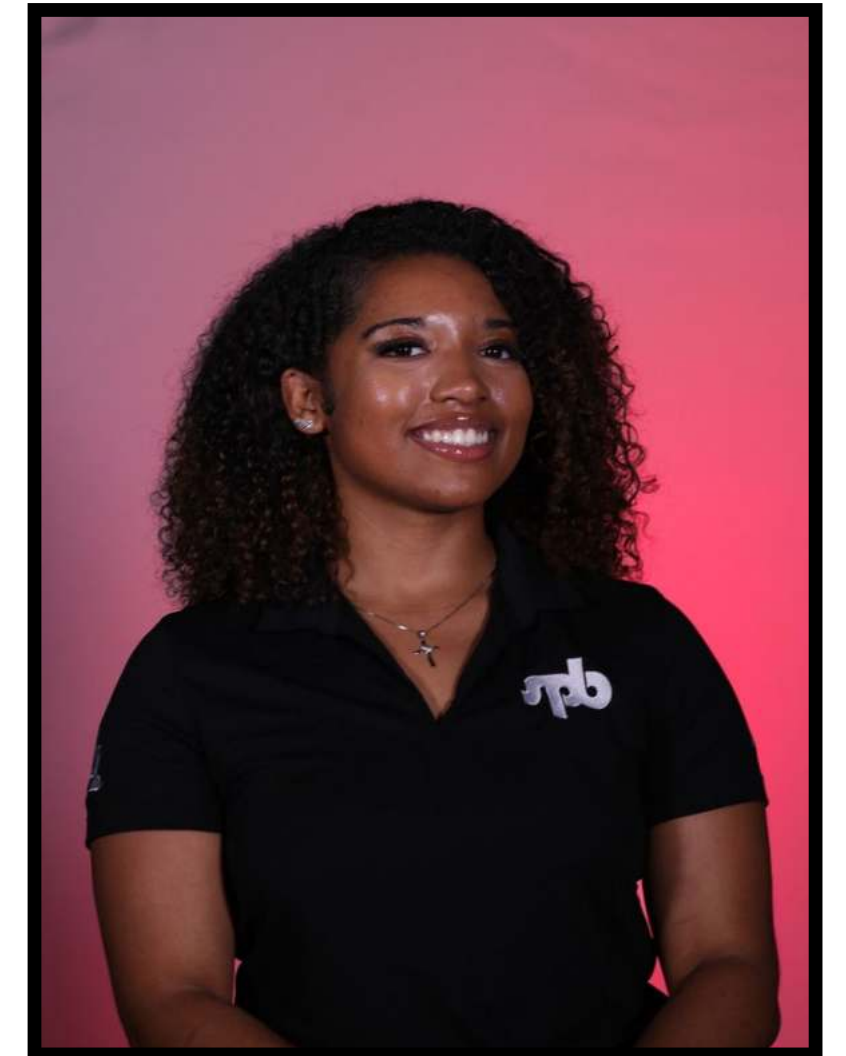


Braeden Williams

E-Sports

Political Science

Class of 2026



Trinity Drake

Cinema

Nursing

Class of 2025



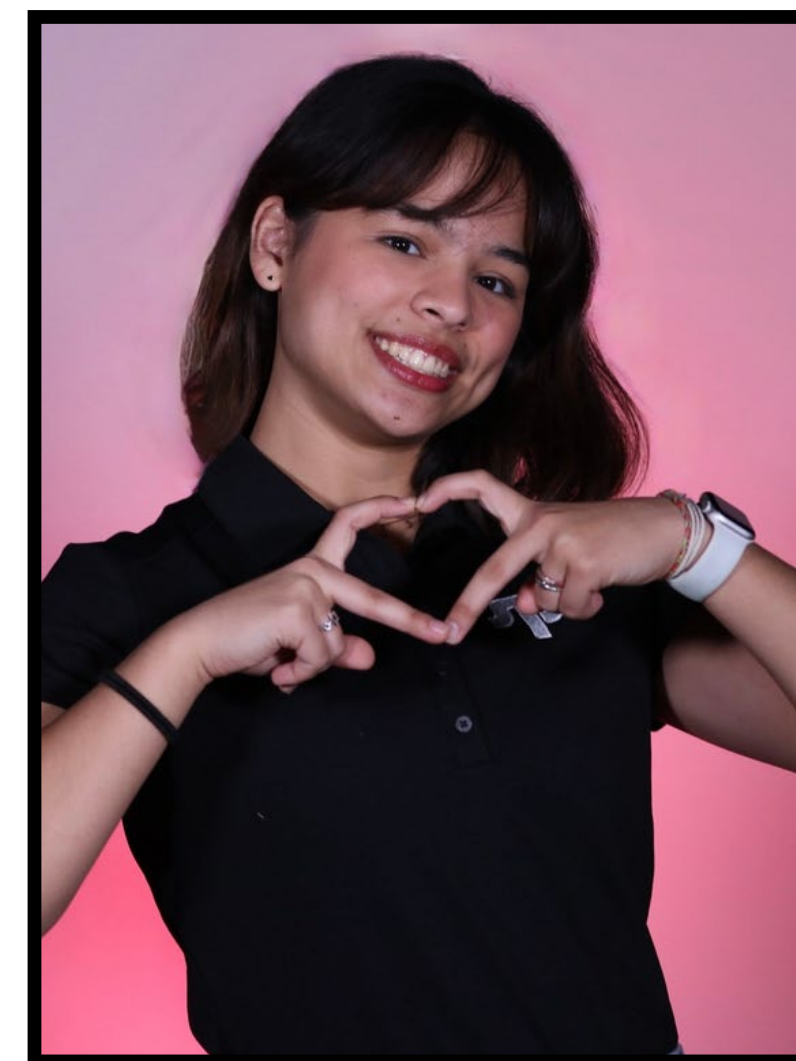
# SPB Chairs



Olivia Candelaria  
Performances  
Business  
Class of 2027



Elaine Vo  
Outreach  
Biology  
Class of 2025



Cessabella Astraquillo  
Special Events  
Chemical Engineering  
Class of 2026



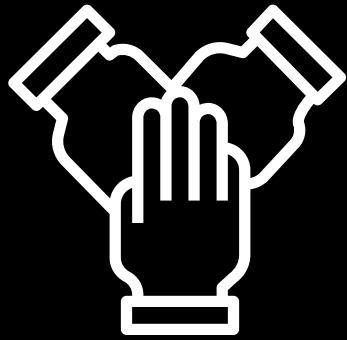


# Unit Successes

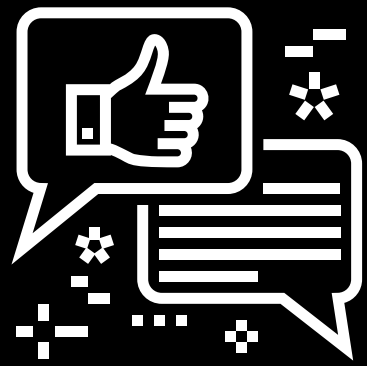
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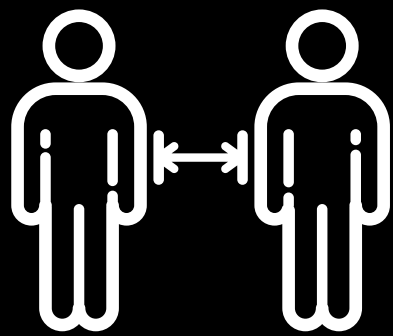
# Unit Accomplishments



Board Retention & Expansion



Improved Marketing Approach and Execution



Increased Collaborations with other organizations and departments





# SPB BOARD COMPOSITION

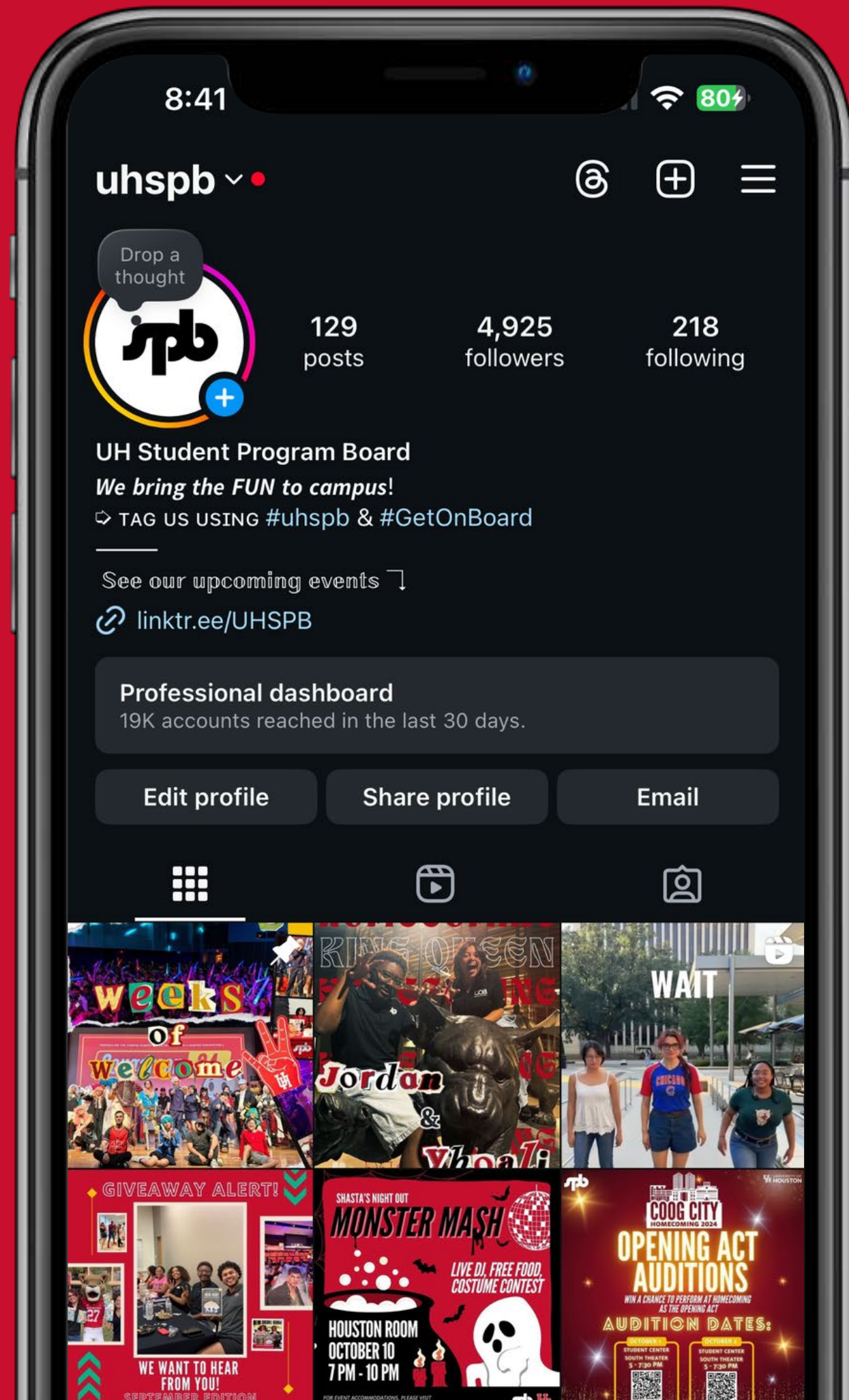
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- The Board is made up of previous SPB Committee members, SPB volunteers, members who previously served on another USO, and NEW leaders
- Started a new Co-Chair Program to offer new opportunities to committee members in hopes of gaining higher retention





# IMPROVED MARKETING



- Utilized Instagram analytics to post about events during peak engagement times for increased student interaction
- Placing marketing materials in high traffic areas on campus as well as targeting low traffic areas to reach new demographics
- Implemented a system for SPB Chairs to bring their visions to life
- Monthly surveys conducted seeing what is most effective and memorable and what can change and improve





# Collaborations

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- We have a goal of partnering with at least one campus organization per SPB event
- Reaching out to other USOs for marketing collaborations and networking
  - In-person conversations
  - Social Media Sign-up links
  - Email relays







# Unit Challenges

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# Unit Challenges



Adapting to Changing Student Preferences



Member Recruitment and Retention



# Changing Student Preferences

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## Challenge

Risk of event offerings becoming less appealing to the student body over time.

## Solution One

Conduct regular surveys to gather feedback and stay attuned to changing preferences.

## Solution Two

Continuously monitor the current trends in media and among the student body.



# Member Recruitment and Retention

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## Challenge

Turnover due to changing  
student schedules

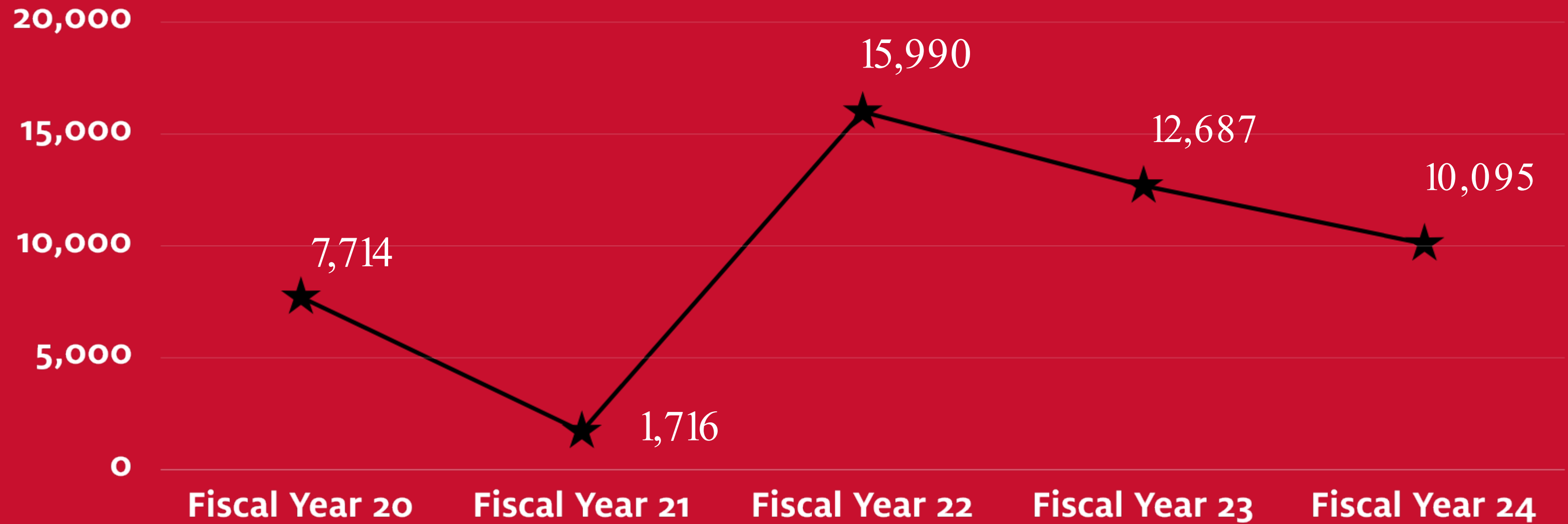
## Solution One

Develop mentorship and  
leadership programs to  
enhance volunteer  
engagement and  
commitment

## Solution Two

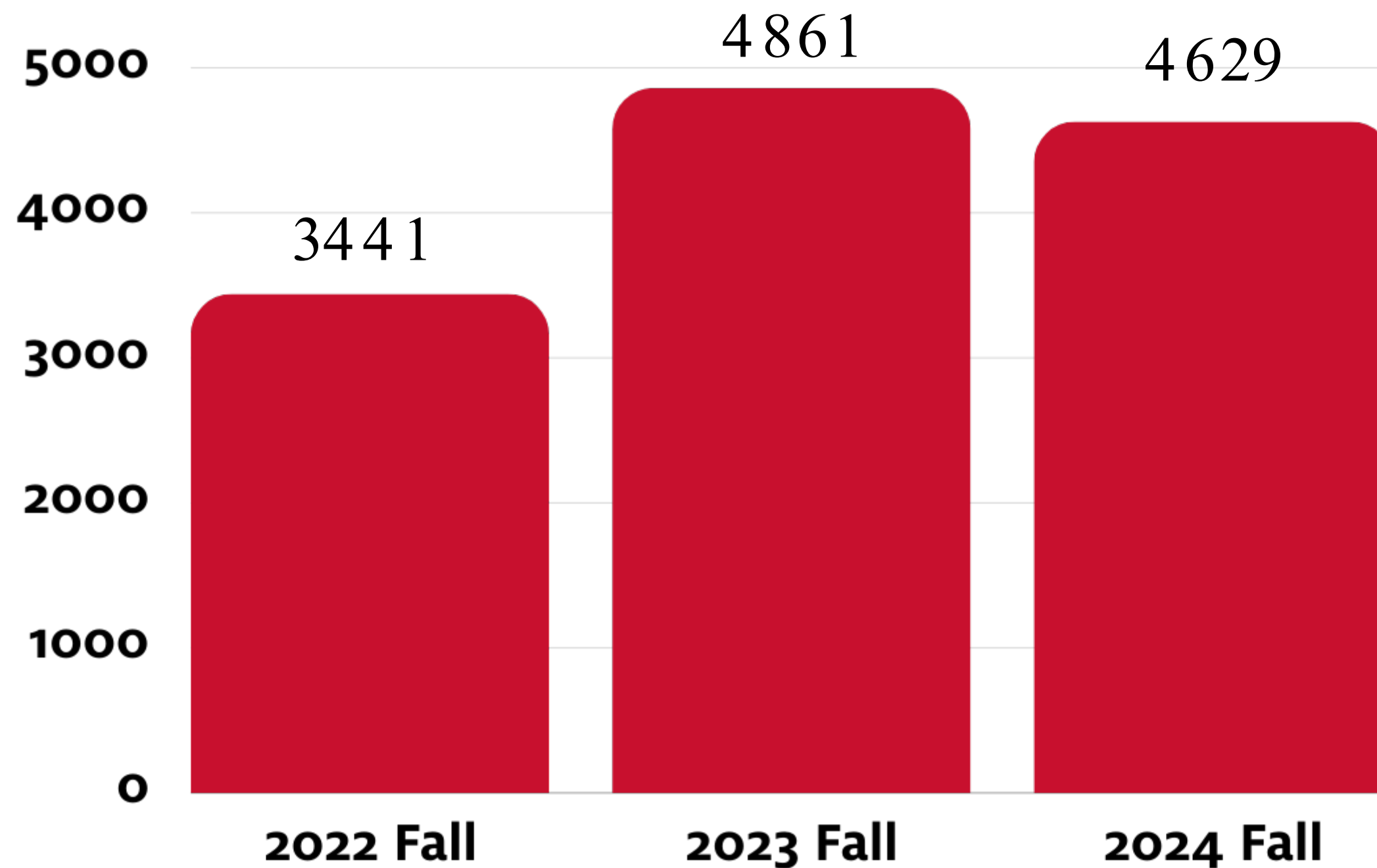
Implement targeted  
recruitment strategies that  
emphasize the benefits of  
involvement.

# FY24 Attendance





# Attendance Comparison



## Reasoning

- Planned events a month in advance
- More collaborations
- Implementation of a marketing strategy
- Returning officers/members becoming an officer

\*Doesn't include Homecoming Concert



# Major Events

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# COUGARCON

## Second Annual Collaboration

SPBs first time collaborating on CougarCon with UH ESports, LARP at UH, COUGARCS, GCEAUH, Anime No Kai, and more (over 6 RSOs)

## Increase in Attendance

CougarCon attendance increase from 1,100 in 2022 to 1,409 attendees in 2023 (28%increase) to 2,200+ in 2024 (48%Increase)

## Event Components

Free food and drinks, an ESport tournament, cosplay contest, LARP Artist Alley (all student vendors), and standing games

[GAMING...GAMING NEVER CHANGES.]



**Cougarcon 24**

**[08 . 20 . 24]**

**[4:00 - 9:00 PM]**

COSPLAYS | VENDORS | ESPORTS | FOOD | RAFFLES | PRIZES

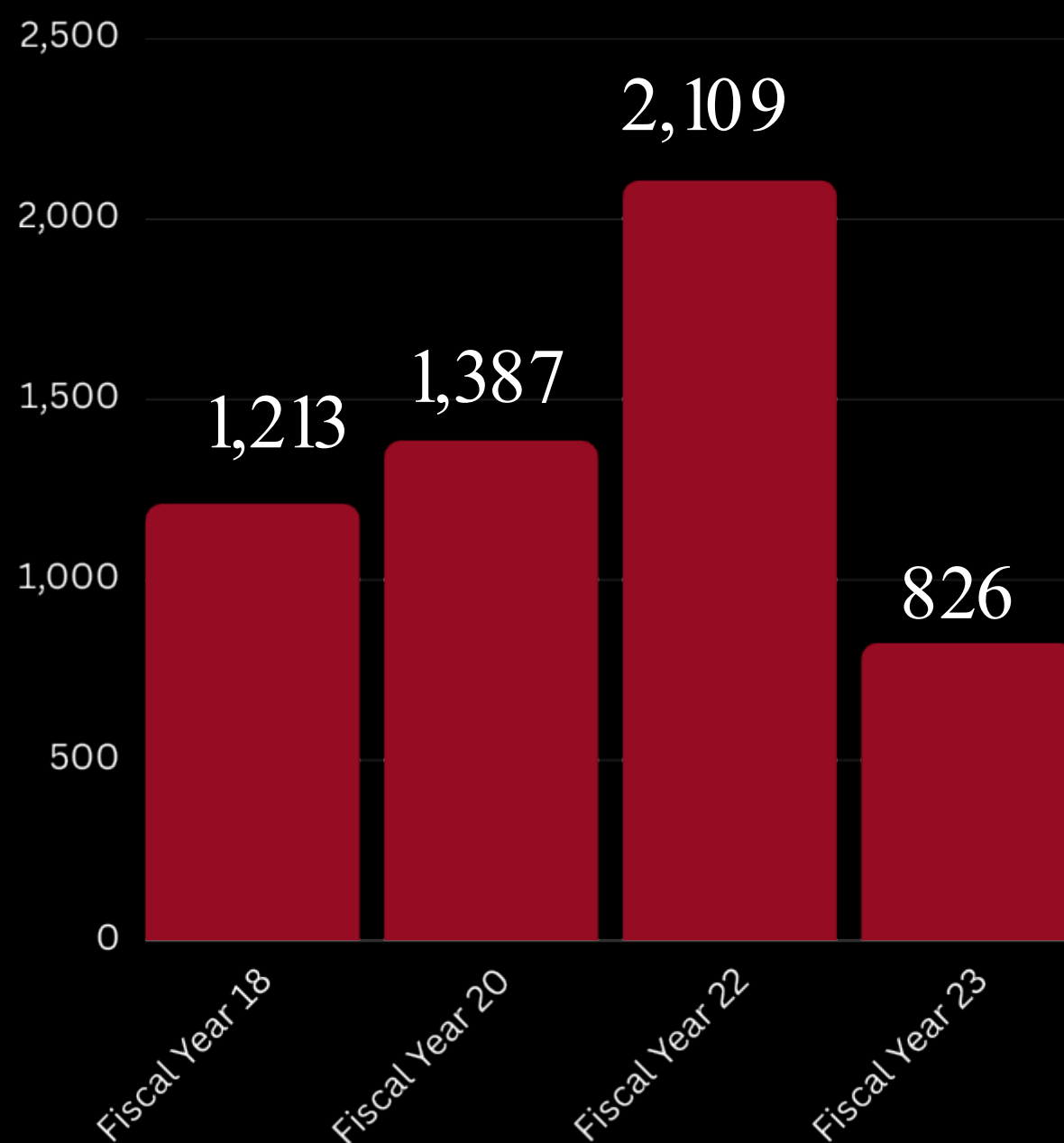
**STUDENTS CENTER SOUTH, HOUSTON ROOM**

For event accommodations, please visit: <https://uh.edu/accessibility>





# Homecoming Concert



## Background Information

Homecoming Board Collaboration

Lynn Eusan Park Concert

Student Openers

## Proposed Additions

Student Polls

Student Opener Outreach





# Winter Wonderland

## Background Information

15th annual event

Keeping tradition

T-Shirts, sledding

## Proposed Additions

Collaboration with CCA

“Winter Around the World”

Different Merchandise

Expansion Area Location

The background of the slide is a dark, semi-transparent overlay on top of two photographs. The top photograph shows a person from the waist up, wearing a bright yellow t-shirt and light-colored shorts, with their arms raised in a celebratory gesture. The bottom photograph shows a person with dreadlocks, wearing a pink long-sleeved shirt and sunglasses, also with their arms raised. The text is overlaid on these images.

# Fiesta Concert

## Background Information

Fiesta Partnership

Occurring since 1939

Top Attending SPB Event

## Proposed Additions

Location Change

Student Polls





# Requests Overview

# BAR: HOMECOMING CONCERT

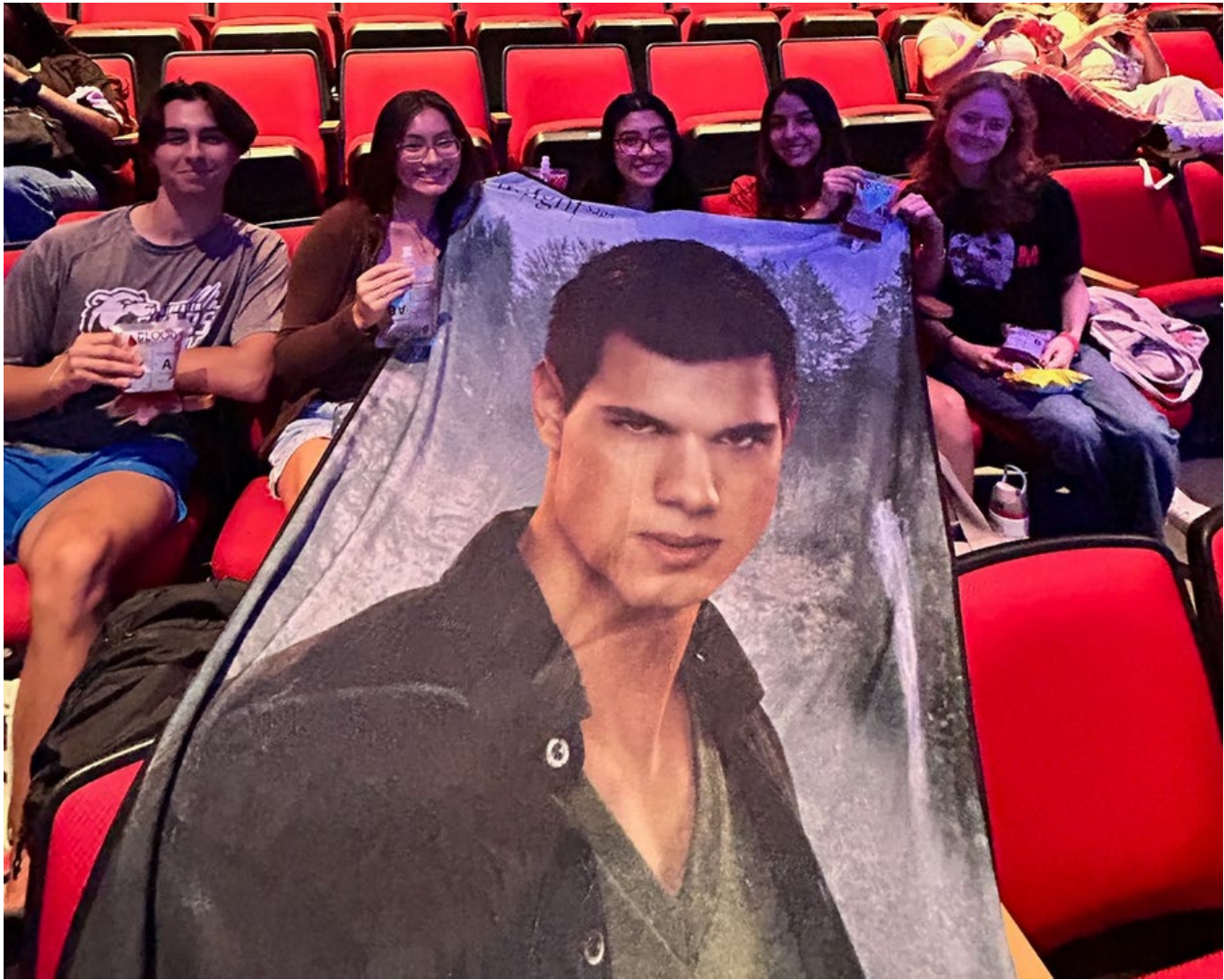
Performer Fee	65,000.00
Production	10,000.00
Middle Agent (10% Performer Fee)	6,500.00
Catering/Green Room	1,000.00
Security/Police Department/Barricades	10,000.00
Marketing	1,000.00
Subtotal	93,500.00
UH Administrative Charge (6%)	5,610.00
Total	\$99,110.00





# BAR: CINEMA PROGRAMMING BUDGET

Movie rights	10,000.00
Marketing	3,000.00
Student Centers' Reservation/AV	2,500.00
Large Scale Movie Event	1,000.00
Subtotal	16,500.00
UH Administrative Charge (6%)	990.00
Total	\$17,490.00



# BAR: FIESTA CONCERT

Performer Fee	60,000.00
Production	35,000.00
Middle Agent (10% Performer Fee)	4,000.00
Catering/Green Room	2,000.00
Staging	15,000.00
Subtotal	116,000.00
UH Administrative Charge (6%)	6,960.00
Total	\$122,960.00





# BAR: ESPORTS CHAIR POSITION

Digital Events Chair (September 1st, 2025 – April 30th, 2026)	6,587.00
Entertainment/Vendors	10,150.00
Marketing	4,000.00
Catering	2,500.00
Student Centers' Reservation / AV Fee	2,500.00
Giveaways	3,500.00
Video Games	600.00
Gaming Equipment/Insurance	3,000.00
Subtotal	30,328.00
6% Administration Fee	1,721.22
Total	\$32,049.22







THE END

THANK YOU FOR YOUR TIME