

## **Campus Activities Board**

### **SFAC HIGHLIGHT SUMMARY - Budget Cycle FV25**

**1. Did you receive any new funding for this year? If so, how is it being used? Present your budget worksheet.**

Yes, the Campus Activities Board requested \$9,000 for professional development and \$11,000 to increase the scholarships of the Executive Board Members, please review the included budget spreadsheet.

In FY 2023, the CAB Executive Board Mem\_bers used the \$9,000 of professional development funds to travel to Denver, Colorado for the National Association for Campus Activities Programing Board Institute. At this event, the CAB Executive Board had the opportunity to learn about data-driven programming, recruitment and retention strategies, as well as innovative program ideas from the NACA presenters and peer programing boards.

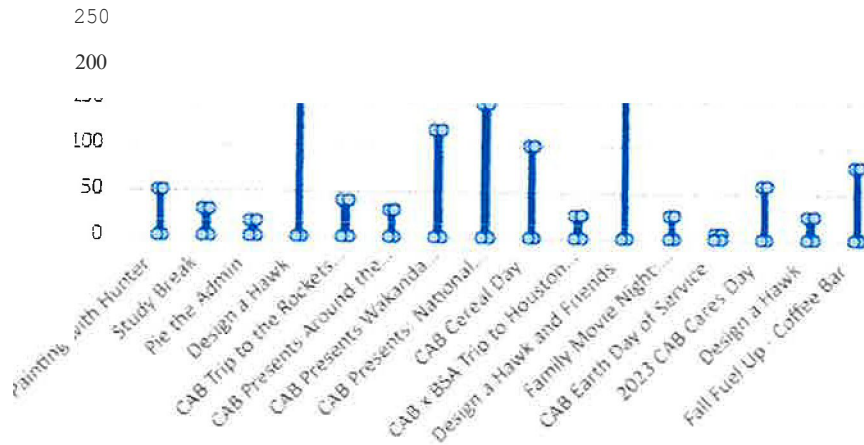
In FY 2023, CAB used the \$11,000 of Student Leader Scholarship funds to further incentivize the work that the CAB Executive Board does. CAB Executive Board Members are required to complete 10 hours per week and often go over the amount required hours via the student leader contract. For a comprehensive breakdown of the Executive Board Members' weekly duties and tasks, please see attached spreadsheet.

For FY24, CAB also received additional funding for professional development and to increase the student leader scholarships.

**2. Summarize the usage of your services. What areas/programs saw increases or decreases?**

Campus Activities Board (CAB) plans and hosts small and large-scale events for the UHCL community. Between September 1st, 2022, and August 31st 2023, CAB has reached approximately 2,200 students with our programs and services. The comprehensive event attendance for FY 23 is shown below:

FY 23 CAB Event Attendance



The CAB Executive Board consists of four positions: President, Vice President, Recruitment and Retention Coordinator, and Brand Coordinator. Recently, with our increase in active members, the Executive Board has decided to reimplement committees to keep our general members more involved in our organization aside from volunteering. General membership is a continual opportunity for improvement to keep students committed throughout the academic year. The Event Planning, Marketing, and Recruitment and Retention committees are a way for students to actively participate "behind the scenes" and to further their leadership, teamwork, and professional development skills while working alongside their peers. The Executive Board, committees and other general members work together to ensure that CAB hosts welcoming events that foster community at UHCL. Increasing our active membership will be an area of improvement for the CAB Executive Board during the current fiscal year and in the years beyond.

Event Details

DESIGN A MARKET

Attendance: 16 / 230 / 0

EVENT FEEDBACK

4.9

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Event Details

HOM[COM] GIE

Attendance: 44 / 176

EVENT FEEDBACK

4.8

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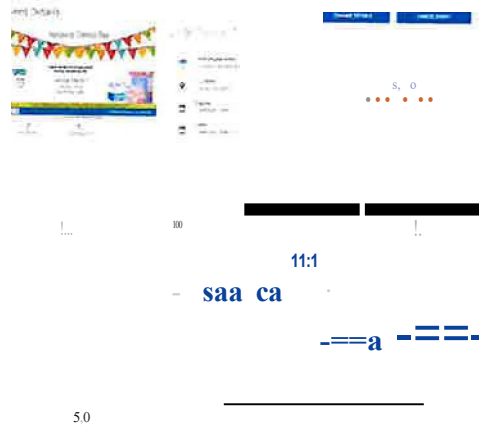
The CAB Executive board sought additional professional development opportunities and attended the NACA Programming Institute in Denver, CO over the summer. This gave the CAB E-Board the opportunity to learn effective strategies to enhance recruitment & retention, marketing, and event-planning. Additionally, the E-Board was able to exchange programming ideas with the other programming boards from around the country.

Attending the NACA conference gave CAB valuable insights to build upon their initial ideas that were brainstormed by the Executive Board prior to attending the programming institute. One example of this is the Hunter's Market which included an opportunity for student organizations to fundraise by selling items and to share information about ways to get involved

with attendees. The Hunter's Market transformed from a loose idea to a full event, strengthened by the input and ideas of the other Executive Boards in attendance at the Programming Institute. The CAB E-board has made a concerted effort to implement what was learned from the conference here at UHCL. Because of this, the events that we have brought to campus this year and our marketing efforts have improved. The Hunter's Market event attendance was 176 attendees, helping to expand the reach of our organization throughout campus.

**3. Describe the student satisfaction with your services.**

The Campus Activities Board has received overwhelmingly positive feedback on the events hosted throughout the year. Some of the popular events that CAB hosted during the 2022-2023 school year include CAB Care's Day, National Cereal Day, and Design a Hawk. Since August 2022, participants have shared their feedback after the events and how the events positively impacted the student experience. Feedback that was submitted by students for National Cereal Day includes, "My friend and I really enjoyed the treat. It ran very efficiently, and it was a great pick me up" and "I liked the free food. College students don't always have the resources to treat themselves."



From our Design a Hawk Event, which had 170 guests in attendance, a student wrote, "I loved the event. the stuffed animal was a perfect stress reliever for day!"

Overall, CAB has been able to provide UHCL students with a more engaged and social campus community through their events.

**4. What has your department done to increase or improve services? Specifically, what did you learn in your assessment that is imparting your services now?**

In FY 2023, using feedback from events and CAB Members, the CAB Executive Board rewrote the constitution to further effectively serve the UHCL Community; this included reforming CAB Committees as well as Executive Board member duties and initiatives. Through the use of

committees, the Executive Board members can involve the CAB members and UHCL students in the process of event planning, marketing and recruitment & Retention.

After traveling to the NACA Programing Institute, the CAB Executive Board discovered new strategies to gain feedback from events in order to effectively serve our members and students. The positive feedback from our passive events such the National Pizza Day, encouraged CAB to bring back CAB Cares Day, a passive, stop & go, wellness event giving students the space to take a break from their academics and to receive snacks and participate in stress relieving activities such as making friendship bracelets.

#### **5. Describe any new initiatives for the current year.**

CAB plans to increase community engagement by collaborating with both on and off campus partners on a larger scale. We want to increase and promote a sense of belonging across both UHCL campuses, while facilitating immersive experiences that allow our UHCL Hawks to build long lasting memories and to increase retention.

By bringing back events like CAB Cares, where CAB can directly give back to students, making intentional and impactful connections to foster a deeper connection with student life on campus.

CAB decided to increase programming at the Pearland campus to provide students with an opportunity to get connected with students who attend the UHCL campus in Clear Lake. By hosting and collaborating on events like March Madness atthe Pearland campus and the CAB x BSA Trip to the Houston Museum of African American Culture, CAB provided students with the ability to connect with fellow Hawks off campus and to explore the surrounding Houston area.

#### **6. What challenges or opportunities do you foresee for the current year and next year?**

Attracting new members can be challenging, but it's an opportunity to enhance and grow CAB's presence on campus. During Fall 2023, CAB has enhanced its outreach on campus by having volunteer opportunities at our events, collaborations with other student organizations and creating committees that our members can serve on. By enhancing our membership experience and quantity of members, CAB will be able to increase the breadth of their student input and provide their fellow students with opportunities to get involved and make an impact on the UHCL community.

CAB also seeks to create valuable experiences that can help the executive board and members grow personally and professionally so that CAB can continue creating experiences and memories for UHCL students that will last a lifetime.

**7. Did you have funds swept at the end of FY23? If so, how much and why?**

In FY 2023 the UHCL Campus Activities Board had \$1,100 of swept funds. This was funding left over from the professional development trip to NACA Programming institute as an Executive Board member departed their position before traveling to the NACA Programming Institute.

**8. Are you requesting new funding? One-time or Base? Present your budget request for next year and rationale.**

Yes, the UHCL Campus Activities Board is requesting one-time funding of \$17,272.50 for Student Leader Scholarships, \$2,000 for new uniforms, and \$10,000 for professional development.

For FY 25 CAB is requesting \$17,272.50 for Student Leader Scholarships. This will help the next cohort of CAB Executive Board members continue to be effectively incentivized for their work. The CABE-Board requires 10 working hours per week and at times goes *over* this amount. The attached weekly hour log provides a full breakdown of a worklog for the CAB President. The \$17,272.50 is based off position pay for 10 weekly work hours including meetings, events, event preparation, and other duties. The CAB President's pay was calculated at \$9.50 an hour for 10 work hours per week, the CAB Vice President's pay was calculated at \$9.25 per hour for 10 work hours per week and both the Recruitment & Retention Coordinator and Brand Coordinator were calculated at \$9.00 per hour for 10 work hours per week.

For FY 25 CAB is requesting \$2,000 for new uniforms. Currently, CAB has a very limited supply of polos with some members of the E-Board having to size up. The current stock will leave very limited sizing for the next cohort. Having uniforms allows students attending events and meetings to distinguish the members of the CAB E-Board.

For FY 25 CAB is requesting \$10,000 for professional development. In FY 24, the CABE-Board traveled to the NACA Programming Institute which allowed us to collaborate with Programming Board from other Institutions around the country. This experience led to the return of CAB Summer Events including the Summer Party at the Rec and the return of CAB Cares Day, a previously discontinued monthly passive event where CAB gives out wellness packages and hosts a different activity at each CAB Cares Day. Additionally, the strategies learned at NACA supported the comprehensive planning and execution of Hunter's Market, UHCL's first ever Farmer's Market, where CAB collaborated with 15 student orgs and off campus vendors to create a fun environment where students, staff and faculty were able to buy goods and services and helped student orgs raise funds for future events. The future cohort may find an alternate professional development opportunity, but we would encourage the future cohort to attend a conference so that they are able to receive best practices and ideas from other institutions.

Date	Event	Location	Status	Time	Duration	Notes
8/23/2023	Interview and office hours	Interviews in the catc/Mng up on em Us	Complete	3:00:00 PM	5:30:00 PM	
8/24/2023	Welcome Sack Bash	Tabling for CAB at Welcome Back Bash	Complete	3:00:00 PM	6:30:00 PM	
8/29/2023	WOW - Colh:tt 811EYClil &11/2023 Hary Poto, Mov,a NON	Conedw:4v1h11m.L.PeouUir"O	Complete	3:00 PM	1:00 PM	
9/14/2023	OHilehout,ana SWOll'd G(werflncdl,	GollHQht up on amill,upOJJIUG YOIRCIOr lo,m and JrtJ,encld 111 SG	Complete	3:00 PM	5:00 PM	
9/17/2023	omce houy & ortcchoT	Emn:3ied n'et'cdMs, las-ar n'it'QIRI	Complete	3:00 PM	5:00 PM	
9/11/2023	Office hours	Ednln ioHmter's Ma'af91	Complete	7:00 PM	9:00 PM	
9/12/2023	SG and office hours	general office duties	Complete	10:00 AM	12:50 PM	
9/13/2023	Offica Hours	Came in nn aaciraAllO// to finalize the KUIU"Market food pemils and Kimi	Complete	4:00 PM	6:00 PM	
9/14/2023	ton1	ton1 with Erica	Complete	3:00 PM	4:00 PM	
9/15/2023	Huncl(t IA:UJ,Itc	fil,lnuK11,car:11 Evcot	Complete	3:00 PM	4:00 PM	
9/20/2023	Member Meeting Prep	CAB General Member Meets	Complete	11:00 AM	12:00 PM	
9/21/2023	Member Meeting	ton1with Erica	Complete	3:00 PM	4:00 PM	
9/26/2023	Office Hours and SG	Funnd through out forms and presented at SG	Complete	10:00 AM	12:50 PM	
10/1/2023	Office Hours and SG	Updated hour log, got interviewed for the 50th anniversary video and presented at SG	Complete	9:30 AM	12:50 PM	
10/3/2023	WOW CDmfftee meeting	Met with the WOW committe	Complete	3:00 PM	4:00 PM	
10/5/2023	SG&FAC Meeting	Executive studio meeting to plan SFAC pre,ldsheet	Complete	8:00 PM	8:00 PM	
10/11/2023	Design a Hawk	Design a hawk program	Complete	2:00 PM	4:00 PM	
10/12/2023	Design a Hawk	Design a hawk program	Complete	2:00 PM	4:00 PM	
10/14/2023	Design a Hawk	Design a hawk program	Complete	2:00 PM	4:00 PM	

