

UNIVERSITY of HOUSTON
HOMEcoming

Homecoming Board

Student Fees Advisory Committee

FY2027 Program Questionnaire

Chair: Madison Marshall

Vice Chair: Karsyn Lott

Please answer the questions below. The totality of your responses should give the members of the Committee a comprehensive understanding of the role and function of your unit(s).

**Questionnaire completed by (Madison Marshall, Homecoming Board Chair,
hcchair@central.uh.edu):**

- 1. Please provide in brief terms: your unit's mission, goals that support your mission, and a justification of your unit's student fee allocation in terms of benefits for students.**

Mission:

The Homecoming Board is dedicated to providing effective event management, demonstrating strong leadership, and offering meaningful service to the campus community. Through collaborative planning and program implementation, the board strives to create quality, educational, and entertaining events that celebrate tradition and enhance student life at University of Houston during Homecoming Week. By fostering a sense of unity, Cougar pride, and engagement, the board helps build a stronger and more connected campus community.

Goals:

- **Reignite Cougar Spirit:** Build innovative and interactive experiences that spark excitement, pride, and school spirit throughout campus. This includes unique traditions, vibrant visuals, and student-centered events that make Homecoming Week unforgettable.
- **Create Memorable Traditions:** Develop creative programming that goes beyond the expected—such as themed block parties, interactive art installations, or surprise pop-up celebrations—to strengthen Homecoming as a signature campus tradition.
- **Amplify Student Voices:** Ensure that student perspectives shape Homecoming Week by involving diverse student organizations, leaders, and communities in the planning and execution of events.
- **Elevate the Student Experience:** Offer opportunities for students to not only attend events but actively engage through competitions, performances, volunteerism, and leadership roles, making them co-creators of the celebration.
- **Build Bridges Beyond Campus:** Foster connections with alumni, local partners, and the greater Houston community to create a sense of shared celebration and pride in the university's legacy.

Justification:

Student fee support is essential to the success of Homecoming programming. These funds allow the board to plan and execute large-scale, high-quality events that are free and accessible to students, ensuring that all have the opportunity to participate. Funding covers critical aspects such as event production, marketing, entertainment, logistics, and safety measures, ensuring a memorable and well-organized experience. In addition to creating a vibrant campus atmosphere, these programs provide leadership development opportunities for students involved in planning, build a stronger sense of community, and reinforce campus identity and pride. By investing in Homecoming, student fees directly contribute to enriching the student experience and strengthening the overall campus culture.

2. **Please discuss the means that you are utilizing to evaluate your success in achieving the DSA strategic initiatives as well as action steps in contributing to the retention of students. Where data exists, discuss any assessment of measures and/or learning outcomes used to evaluate program success. Please provide the method for collecting this data.**

Strategic Initiative 1: Re-engage students in Homecoming week events to levels seen prior to the Pandemic by Reinforcing Homecoming's position as a highly anticipated annual tradition.

Action Steps:

- Increase attendance at Homecoming events by creating a slate of programs that appeal to the student body during the week of Homecoming.
- Through marketing, outreach, and partnership, increase the number of Spirit Cup teams from previous years.

Accomplished: We had an overall attendance increase of 17% and a 178% increase in homecoming concert attendees.

Strategic Initiative 2: Promote inclusion and engagement of all students at events designed to be part of the Spirit Cup Competition.

Action Steps:

- Create more inclusive events by incorporating additional activities at events designed to be part of the Spirit Cup Competition which allows for participation by all students who are not competing.

Accomplished: We had a 30% increase in spirit cup team participation in all spirit cup events, but the most notable one being cougar painting.

Strategic Initiative 3: Connect current students with alumni by promoting specific aspects of Homecoming Week as a chance for alumni to engage with current students to create meaningful connections.

Action Steps:

- Include an event designed for participation of both current students and alumni during the week of scheduled programming, i.e., Judging.
- Work with the University of Houston Alumni Association to promote specific events and aspects of Homecoming week to increase alumni involvement and connection.

- 3. Please discuss any budget or organizational changes experienced since your last (FY2026) 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 Homecoming Board had a 2% base reduction for FY26. This 2% decrease led to budgeting challenges with food and vendors used throughout the week of Homecoming. In addition to decreased budget, for FY26, the Homecoming Board dealt with continued rising costs of interactive activities at events, food expenses, and marketing materials. The Homecoming Board had to lower the quantity of items, contracted vendors, and food that was provided to adjust for the increased cost, while still providing a full week of programs for students.