

Divisional Level - Student Affairs - SFAC HIGHLIGHT SUMMARY - Budget Cycle FY25

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

Yes, \$22,000 for two student employees in Vice President's Suite. The funds were spent for student wages to work at the front desk to greet guests, answer phones, and work on special projects.

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

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

4. What has your department done to increase or improve services?

5. Specifically, what did you learn in your assessment that is impacting your services now?

6. Describe any new initiatives for the current year.

7. What challenges or opportunities do you foresee for the current year and next year?

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

Yes, \$47,847 total: \$44,206 from lapsed salary from vacant Assistant Vice President, and \$3,640 from student-employee position.

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

- For the Divisional business-level operations in Student Affairs, the following requests are made:
 - **\$22,000 for student-employee wages** for Vice President Suite, front desk duties.
 - **\$1,000 for SFAC Meeting expenses:** \$850 for refreshments and lunches, and \$150 for general supplies.
- For the Divisional Student Initiatives Fund - Please see Division of Student Affairs Initiatives Fund Questionnaire form.

Division of Student Affairs Initiatives - SFAC HIGHLIGHT SUMMARY - Budget Cycle FY25

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

No new funding was requested for FY24. The request for Division of Student Affairs Initiatives is a new request to SFAC.

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

Over the past year, the Division of Student Affairs has coordinated a campus wide effort to successfully implement the following programs:

Weeks of Welcome: This program significantly increased engagement among students during the initial weeks of the academic year, leading to a more welcoming and spirited campus atmosphere. In August 2023, over 40 events were hosted by campus departments and student organizations with a total of 3,740 individuals participating.

Homecoming and Family Weekend: The Homecoming and Family Weekend event witnessed a notable increase in student and family participation, generating a strong sense of UHCL pride and community. In April 2023, 775 individuals participated in all events hosted including a Kick Off Event, CAB Design a Hawk, Campus Recreation Puppies and Pilates, CAB Movie Night, Alumni Brunch, and the 32nd Annual Chili Cook-Off which included Hunter the Hawk's 10th Birthday.

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

Student satisfaction with our Division of Student Affairs initiatives has typically been positive. Informal feedback with students and the campus wide steering committees following events, has shown increased enthusiasm and a greater sense of spirit in the campus community. Our Division of Student Affairs has continually sought feedback from the community and students, which has enabled us to make targeted improvements to our services and events. In order to engage more students, The Division of Student Affairs continues to improve our communication and engagement strategies. This has led to a higher level of student participation.

For FY24, all Division of Student Affairs departments have been instructed to ensure that programs and initiatives are tracking student attendance and gathering assessment data. The data collection is a new process to measure engagement and student satisfaction of events and programs.

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

Currently, the Division of Student Affairs has not collected any formal assessment for the programs it is requesting funding. However, each of the programs hosted by the Division have been led by committees and they provide direct feedback following the event through a final meeting. During the 2023 Weeks of Welcome, a survey was sent to all event hosts to provide feedback to the committee. Some of the findings included:

- Call for programs introduced earlier.
- More attendance by the committee members at events.
- Funding to help supplement events.

- Additional events at Pearland.
- Additional advertisements of programs and promotional support.
- Directional signage for events.
- Difficulty with students downloading Event Pass and suggestion to have as part of Orientation.
- Additional promotion on Social Media.
- More training and assistance with GetInvolved Check-In and site support.
- Overall, great job by the Weeks of Welcome Committee.

In the future, a formal assessment will be conducted on each of the Divisional initiatives to gain a baseline understanding of the impact of the programs and events on students.

5. Describe any new initiatives for the current year.

During August 2023, the Assistant Vice President for Student Engagement brought together a committee of staff, faculty, and student leaders from across the UHCL campus to host Weeks of Welcome 2023. The program was built on previous years of programming. However, a vision was made for the program to impact a greater number of students and bring the campus together in order to collectively welcome our new and returning students. The committee worked closely together to ensure each day had a signature event or program. A major marketing push was made to ensure students were made aware of the programs and all campus departments were invited to create an event.

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

In the current year {FY24} and the upcoming year (FY25), the Division of Student Affairs anticipates both challenges and opportunities. Challenges may include the need to adapt to changing student needs and the evolving campus environment. As the campus enrollment continues to grow and expand the number of students, the Division will need to develop and create more meaningful experiences to build campus culture, spirit, and pride. Additionally, the Division of Student Affairs will need to be more creative as it expands new and visionary programs for our student body. Opportunities may include expanding our services and partnerships to enhance the student experience further. The Division of Student Affairs will have the opportunity to develop cutting edge programs and events to serve the campus community.

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

No, funds were requested for the initiatives fund in previous years.

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

The University of Houston-Clear Lake (UHCL) is excited to propose various initiatives aimed at enhancing the Division of Student Affairs' ability to serve our student community effectively. This proposal outlines the need for funding to support key student engagement initiatives, professional development, and future campus partnership efforts. These initiatives are essential to fostering a thriving campus community and ensuring our students receive the support and experiences necessary for their personal and academic growth. The proposed funds would be allocated as follows:

- **Weeks of Welcome: \$15,000**
 - **Event Giveaways:** Funds to provide students with promotional items, enhancing their engagement, spirit, and sense of belonging to UHCL.
 - **T-Shirts:** Customized t-shirts for students to commemorate the start of the academic year.
 - **Programming Support:** To organize and host a variety of events that foster connections among students.
 - **Marketing Banners:** Promotion materials to create awareness of events and encourage student participation.
 - **Food:** Refreshments and meals at events to create a welcoming atmosphere and facilitate networking among students.

- **Homecoming and Family Weekend: \$15,000**
 - **Event Giveaways:** Providing promotional items for students and families, building a strong sense of UHCL pride and community.
 - **T-Shirts:** Customized t-shirts for students to commemorate this special occasion.
 - **Programming Support:** To create memorable experiences and new initiatives during Homecoming and Family Weekend.
 - **Marketing Banners:** To promote events and ensuring maximum attendance.
 - **Food:** Providing a welcoming and community atmosphere for all participants.

- **Partnership Efforts Fund: \$5,000**
 - Support for collaborative programming across campus that strengthens relationships and maximizes resources among different departments for student programming.

- **Professional Development and Travel Fund for the Division of Student Affairs Assistant Vice President Engagement Portfolio: \$5,000**
 - Each of the departments in the Division of Student Affairs have allocated funding for professional development and travel. The Division of Student Affairs aims to align with these efforts by investing in the growth of our Assistant Vice President for Engagement and their staff at the leadership level within the Engagement Portfolio, such as professional development retreats. The professional development and travel fund will enhance our team's capabilities, resulting in a more impactful experience for UHCL students.

Rationale for Funds:

The Division of Student Affairs at UHCL is dedicated to providing students with a holistic and enriching university experience. The proposed initiatives aim to fulfill this commitment in the following ways:

- **Weeks of Welcome:** These funds will support a series of events that introduce students to campus life, establish a sense of community, and provide opportunities for making lasting connections with peers and staff. By enhancing the Weeks of Welcome, we can lay the foundation for a positive university experience and create cutting edge programming.
- **Homecoming and Family Weekend:** This event is crucial for fostering UHCL pride, creating a sense of belonging, and connecting students, alumni, and families. The proposed funds will ensure these events continue to be memorable and meaningful for all participants.
- **Partnership Efforts Fund:** Collaborative programming across campus departments strengthens relationships and maximizes the resources available to students. By supporting such initiatives, we can offer a wider range of programs and services, enhancing the overall student experience.
- **Professional Development Fund:** Investment in professional development for the Division of Student Affairs Assistant Vice President for Engagement and the Student Engagement Portfolio aligns with best practices in higher education. It ensures that our leadership team is equipped with the knowledge and skills necessary to provide effective support and guidance to our students.

Cost Breakdown:

- Weeks of Welcome: \$15,000
- Homecoming and Family Weekend: \$15,000
- Partnership Efforts Fund: \$5,000
- Professional Development Fund: \$5,000

Total DSA Initiatives Cost: \$40,000

The Division of Student Affairs requests funding to support these initiatives, which are essential for the growth and well-being of our students. These investments will contribute to the vibrant campus life and the success of the UHCL community and students. We are excited about the possibilities and potential positive impacts of these initiatives and hope for your support in bringing them to life.