

Hawk Spirit and Traditions Council

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 Hawk Spirit & Traditions Council requested \$9,000 for professional development and \$11,000 to increase the scholarships of the Executive Board Members, and \$4,000 for Chili Cook-Off Funds please review the included budget spreadsheet.

In FY 2023, the HSTC Executive Board Members used the \$9,000 of professional development funds to travel to Denver, Colorado for the National Association for Campus Activities Programming Board Institute. At this event, the HSTC 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 programming boards.

In FY 2023, HSTC used the \$7,300 of Student Leader Scholarship funds to further incentivize the work that the HSTC Executive Board does. HSTC 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.

In FY 2023, HSTC used the full budget request for the Chili Cook-Off to enhance the quality of the event experience for all attendees. Further, this event allowed us to have more participation from students, staff and faculty both in hosting tents to share their famous recipes and in general attendance. We are excited to see this event come to life for the Spring 2024 semester with the help of the funds received from SFAC!

For FY24, HSTC also received additional funding for the Spring 2024 Chili Cookoff, professional development and to increase the student leader scholarships.

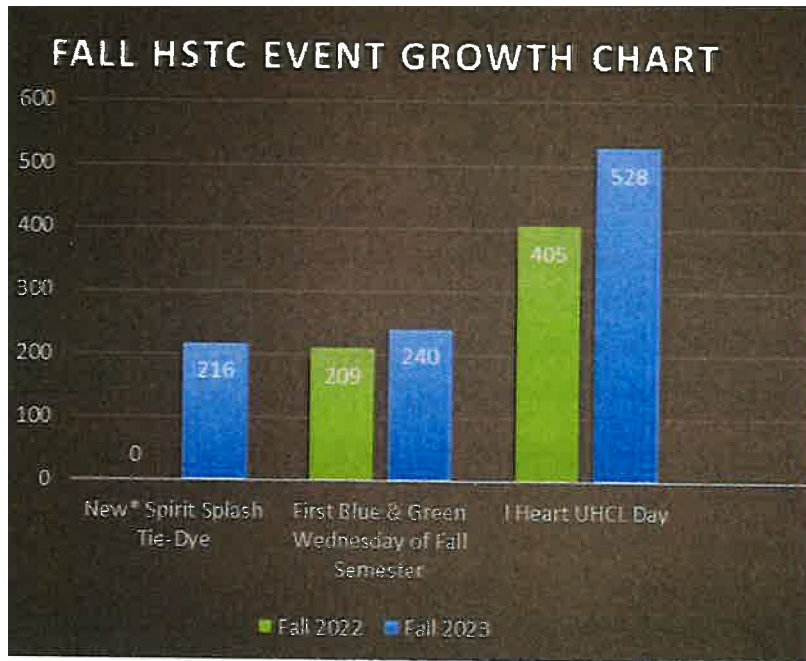
2. Summarize the usage of your services. What areas/programs saw increases or decreases?

The Hawk Spirit & Traditions Council is one of the three fee-funded orgs that encourages, preserves, and supports spirit and traditions on campus. During the 2023 fiscal year, we held our staple spirit and traditions events like Spirit Week/I Heart UHCL Day, Pumpkin Patch, Lighting at the Letters, Tru Blu 4 U, Go Texan Day, Chili Cook-Off, and other Blue & Green Wednesday Activities. We also added a new event called Spirit Splash (Tie-Dye Creation/Giveaway), in which we combined forces with the Orientation Office (ONSP) to start the Fall 2023 semester. This event ended up being a successful new edition, adding 216 attendees to kick the HSTC year off to a great start. This is

thanks to following up with future members during the recruitment tables, events, and an increased social media presence.


Last year, HSTC had 18 active members in the organization. This year, HSTC has increased to over 40+ active members (Based on volunteer and membership meeting attendance). We have used our networks in Hunter Hall, Orientation presentation(s), Student Government, Recruitment tabling, social media, correspondence emails, and more to gain new members.

Looking at this year as opposed to last, we saw exponential growth in each of these staple events. See Chart Below:



For a great example of feedback improvement from FY22 to FY23 look no further than the full star rating swing of our first Blue & Green Wednesday of FY22 and FY23 compared.

Event Details



3 (New Events)

4 (New Events)

STATUS
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Wednesday, August 24, 2022 at 11:00 AM CDT

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SVP SETTING

3.5

*Note the 3.5 stars out of 5 Event Rating for our Fall 2022 Blue and Green Wednesday

Event Details



MY116hiii M:P:if:IIM

Blue and Green Shirt Giveaway

9 4.5

9 9:00 AM - 11:00 AM

1:1 10/26/2022 - 11/02/2022

1:J 10/26/2022 - 11/02/2022

STATUS

VISIBILITY

RSVP SETTING

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*Note the 4.5 stars out of 5 Event Rating for our Fall 2023 Blue and Green Wednesday. A full star rating higher than the year previous! Our events are evidently becoming better rated with higher attendance (240 for FY 2023 compared to just 209 in FY 2022)

3. Describe the student satisfaction with your services.

From our member meetings, we had 59 respondents, all of whom agreed or strongly agreed that the member meetings helped the students have interactions with other students on campus

Additionally, Student satisfaction with our services is notably positive, with an overall satisfaction rate of 4.4 out of 5. Here are some pieces of feedback from students:

The first respondent shared, "Overall it was a great experience to get to know more about the campus and organizations. I enjoyed winning prizes and I love the idea of the shirts as well! I truly enjoyed myself."

This comment reflects a high level of satisfaction, with the student appreciating the opportunity to learn about campus organizations and departments. The mention of prizes and shirts indicates that they enjoyed the interactive elements of the *event*

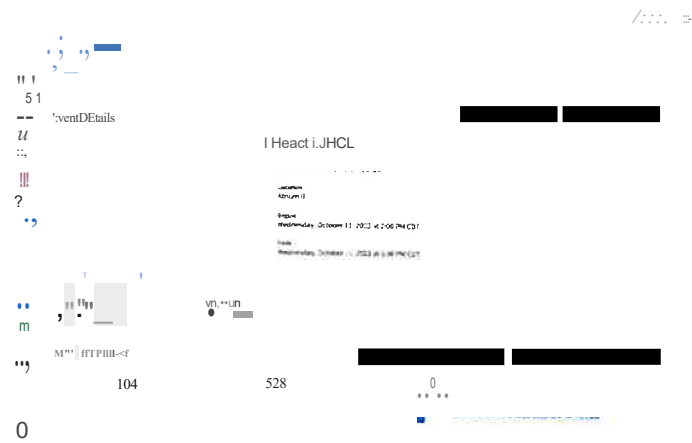
The second respondent shared: "I had such a great time engaging with the HSTC team and learning in a fun way about our school organizations and departments. I even got some great UHCL merch from hstc!!!"

This feedback highlights the positive experience of engaging with the HSTC team and learning about school organizations in an enjoyable manner. Additionally, the mention of acquiring UHCL merchandise indicates that students not only enjoyed the event but also benefited from it through tangible items.

The third respondent shared, "Amazing! I had so much fun! I also got to talk to a lot of new on-campus organizations."

This comment exudes enthusiasm and joy, emphasizing the fun factor of the event. Furthermore, the interaction with new on-campus organizations suggests that the event successfully facilitated networking and engagement among students.

This feedback indicates that students were highly satisfied with the event services, which not only introduced them to campus organizations, but also provided enjoyable and interactive experiences, including the chance to win prizes and acquire university merchandise. The positive responses from students affirm that the event was a resounding success in terms of student satisfaction.



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?

We have increased our social media presence by advertising our activities and events on Instagram, through classroom visits, flyers, and by connecting with students through 1-on-1 conversations. We have seen the impact of these enhanced advertising efforts through the increase of Instagram followers as well as our increased member participation.

Starting with 50 followers and growing the page to surpassing the minimum 100 followers to open Instagram's business insights and tools, our Instagram has now

reached a grand total of 272 followers! Our follower count has increased by the help of posting more reels, collaborating on post and sharing and reposting campus partners' content.

Well done! You engaged more accounts last month

You had +125% more accounts engaged in August 2023 compared to July 2023.

Accounts reached	1,266
	+252%
Accounts engaged	162
	--125%

Last 90 Days

Jul 15 - Oct 12

2,130

Accounts reached

See ... for more details. For more information, visit [Facebook Insights](#).

+89.2%

182

followers



+192%

1,948

non-followers

5. Describe any new initiatives for the current year.

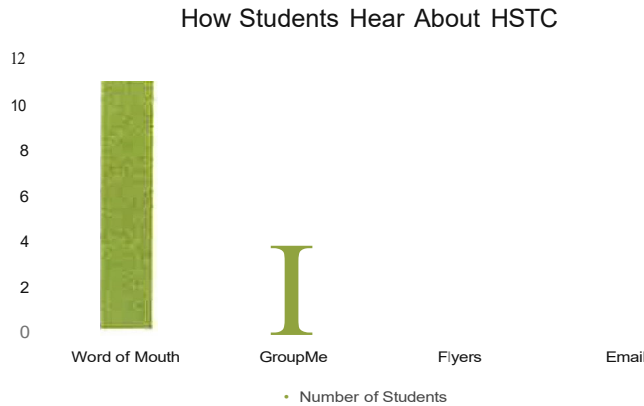
A goal and initiative for this cohort is to host more "Blue & Green Wednesday" events and tabling pop-up experiences to bring awareness to HSTC. We hosted the first Blue and Green T-shirt Giveaway of the year at the beginning of each Fall 2023 semester and reached a new record of 240 students!

Seeing the increase in students interested in their sharing school spirit, we decided to host our General Member Meetings on Wednesdays to paint the campus Blue and Green! HSTC is always welcoming new members and looking to make every meeting unique. We also have our Retention and Recruitment officer promoting Blue & Green Wednesdays during their tabling sessions around campus!

The feedback below indicates how students learned about HSTC and our first General Member Meeting. Respondents indicated that "word of mouth" is an effective way to share and relay information to other students on campus. Knowing this information is key to helping HSTC to host more "Blue & Green Wednesdays" events or pop-ups and create a presence.

Track Attendance
Blue and Green Shirt Giveaway

[Ehl:9/dW](#)



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

Retention. We have been able to successfully increase our membership on our GetInvolved application to 105 Fully Applied and Approved members (Up from FY 22's 87-member peak). The challenge will be to encourage these accepted members to be active event participants, volunteers, and meeting attendees. Since HSTC now has more recruits than ever before, as an organization, corresponding with each of them in a more personal way will be increasingly challenging as we continue to increase our membership.

Member Application

Start Date: Wed, Jan 1, 2020 12:00 PM CST, End Date: Fri, Aug 29, 2025 12:00 PM CDT
Total Submissions: 106 Pending: 1 Approved: 105 Denied: 0 Received: 0

7. Did you have funds swept at the end of FV23? If so, how much and why?

Hawk Spirit and Traditions Council sent back \$1,179.00 in funding for FY23. This was funding from a vacant position during a portion of the Spring 2023 semester.

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

Yes, the **UHCL** Hawks Spirit and Tradition council is requesting one-time funding of \$2,000 for new uniforms, \$10,000 for professional development, \$8,000.00 for programs/events and \$17,272.50 for Student Leader Scholarships.

For FY 25 HSTC is requesting \$17,272.50 for Student Leader Scholarships. This will help future cohorts continue to be effectively incentivized for their work. The HSTC E-Board requires 10 working hours per week and at times goes over this amount. The \$17,272.50 is based off position pay for 10 weekly hours per week. The HSTC President's pay was calculated at \$9.50 an hour for 10 work hours per week, the HSTC 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 HSTC is requesting \$2,000 for new uniforms. Currently, HSTC 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 to attend events and meetings to distinguish the members of the HSTC E-Board.

For FY 25 HSTC is requesting \$10,000 for professional development. In FY 24 the HSTC E-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 HSTC Summer Events including the Blue and green Wednesdays through the summer and school year, Go Texans day and to innovate our current traditions.

For FY25 we would like to request \$8,000 for programs and events. This additional funding would help support enhancements to all of our events including Chili Cookoff which is the longest standing tradition at UHCL and each year the costs to host this event have continued to rise. Historically, the Campus Activities Board has helped pay for the amusements each year. In FY 24, HSTC had the funds from SFAC to cover this expense, which helped increase the quality of the event and the impact on the UHCL community. The current funds allocated to the Spirit and Traditions cost center would not be sufficient to cover the full cost of the event. These additional funds will help provide longevity for the program and ensure that the success of the program is maintained.

