

Division of Student Affairs**SFAC BUDGET REQUEST QUESTIONNAIRE – Budget Cycle FY27**

Instructions: For each question/statement below, provide a clear and concise response (4 to 7 sentences). Note the special instructions for the following questions:

- For **Question #2**, attach/include an updated organizational chart for your unit with this document OR embed it in your response below.
- For **Question #3**, attach/include your Budget Worksheet AND provide a short list of funding sources, their intended purpose, and how you are utilizing the funds.

Questions and Statements

1. **Provide a summary of your unit's mission/purpose, how you accomplish your unit's mission or purpose, and a justification of your unit's student fee allocation in terms of the benefit to students.**

Mission

The Division of Student Affairs strives to create empowering experiences that strengthen the educational journey for UHCL students. Through our programs, support services, and other resources, we commit to building a supportive, engaging community that cultivates personal development and success for all students.

Vision

Accommodating all students through individualized and meaningful experiences that brings comfort and life to their UHCL journey, while preparing them to positively contribute to campus and society.

Strategic Objectives

- Provide high-impact experiential learning opportunities and services.
- Facilitate meaningful experiences that promote a desire for life-long learning.
- Develop initiatives designed to inspire positive social functionality.

How We Accomplish Our Mission and Vision

The Division fulfills its purpose by offering a broad range of programs and services across 10 departments that help students connect, learn, and grow outside the classroom. Our initiatives are designed to complement academic learning with real-world skills, create intentional opportunities

for personal development, and build a welcoming community environment that encourages student involvement and success.

Impact of Services

From September 1, 2024 to August 31, 2025, the Division of Student Affairs supported 456 programs and events recorded in GetInvolved, engaging students through 13,285 documented attendance touchpoints. Signature efforts such as Weeks of Welcome—with 17 events and 23 departmental open houses in Fall 2025—continue to provide impactful first-year and returning student experiences, with over 2,000 student participant touchpoints. The Division also manages divisional communications, fulfilling 207 marketing requests, 274 Hawk Headlines submissions, and 55 campus-wide emails, ensuring students remain informed and connected.

Justification of Student Fee Allocation

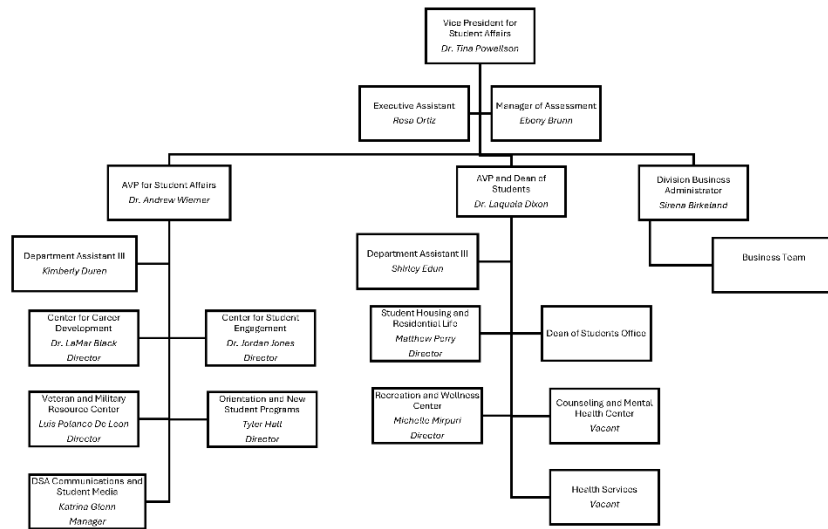
Student fees are essential to sustaining the Division's mission, vision, and strategic objectives. Funding directly benefits students by:

- Supporting high-impact experiential learning opportunities such as Weeks of Welcome and campus-wide engagement initiatives.
- Providing meaningful experiences that promote lifelong learning through events, communications, and student-focused resources.
- Ensuring positive student functionality and success by maintaining clear communication channels, welcoming spaces, and consistent access to Division programming.

In alignment with our mission and vision, student fee allocation enables the Division of Student Affairs to deliver a comprehensive, student-centered experience that contributes to retention, success, and the overall value of the UHCL student journey.

- 2. Provide an organization chart of your unit. Include all professional and student staff positions (with names), as well as vacancies. Make sure it is easily identifiable between professional and student staff on the chart.**

The Division of Student Affairs organizational chart reflects the reporting structure, professional staff, and current vacancies within the division. The Division of Student Affairs is led by Dr. Tina Powellson, Vice President for Student Affairs. The organizational structure included two portfolios with 10 departments, a communications team, business team, and an assessment team. The division also supports programming and staffing at the Pearland campus.



3. **Present your Budget Worksheet. You are required to show and outline ALL funding sources (i.e. student fees, central funding, grants, gifts, outside sales revenue, auxiliary income, etc.). Use this area to define each funding source, its intended purpose, and how you are utilizing said funds.**

Attached Budget Sheet

4. **Did you receive any new funding for FY25? If so, please explain how it is being used. If you received any new one-time funding for FY26, please describe your plans to use those funds.**

In FY25, the Division of Student Affairs received \$22,000 in new one-time funding to support student worker positions. These funds were allocated to the Office of the Vice President for Student Affairs to provide direct assistance with front office operations and DSA Communications. Student workers supported key areas such as divisional event coordination, communications processing, and daily administrative functions. Their contributions have been instrumental in sustaining divisional efficiency and providing students with high-impact experiential learning opportunities that build transferable professional skills.

For FY26, these funds (\$22,000) continue to support two student worker positions, ensuring consistency in the Division's ability to:

- Respond to high demand for communications services (207 marketing requests, 274 Hawk Headlines submissions, 55 campus-wide email requests, and 19 divisional-wide email requests in FY25).
- Provide professional and welcoming service at the front office of the Vice President for Student Affairs.
- Assist with divisional programming, event preparation, and student outreach.

The continuation of this funding allows the Division to maintain operational capacity, enhance communication efforts, and provide valuable employment experiences for UHCL students.

5. How does your unit support the mission of Student Affairs and contribute to the student experience on campus? Consider the utilization and impact of your unit's services.

The Division of Student Affairs plays a critical role in shaping the student experience at UHCL by providing high-impact programs, communications, and opportunities for engagement. Utilization data and outcomes demonstrate the significant reach and value of these efforts.

Overall Programming (September 1, 2024 – August 31, 2025)

- 456 events were coordinated and recorded in GetInvolved.
- These programs engaged students through 13,285 documented attendance touchpoints.
- Events included large-scale community-building initiatives, educational programs, and student success activities designed to enhance the UHCL experience.

Weeks of Welcome (WOW)

- Fall 2025: 17 events and 23 departmental open houses (an increase from 11 in Fall 2024).
- Participation: Over 2,000 documented student touchpoints in FY25.
- Programs such as the Campus-Wide Open House, What's the Scoop Ice Cream Social, and Hawk Welcome Crew provided both new and returning students with opportunities to connect with peers, discover resources, and establish a sense of belonging.

Communications and Outreach

The Division also provides centralized communications to ensure students are aware of programs, services, and opportunities. Utilization data for FY25 includes:

- 207 communications and marketing requests completed.
- 274 Hawk Headlines submissions processed.
- 55 campus-wide email requests and 19 divisional-wide email requests distributed.
- Support of one Divisional Annual Report and multiple media releases to highlight student-focused initiatives.

Impact on Students

The scope and scale of programming and communications demonstrate the Division's ongoing impact in:

- Creating accessible opportunities for student involvement.
- Supporting transitions into the university community.
- Providing consistent access to information and resources.
- Promoting long-term student success through engagement, leadership, and connection.

Through these efforts, the Division of Student Affairs continues to provide measurable contributions to student persistence, retention, and success, underscoring the value of sustained student fee investment.

6. **What did you learn in your annual assessment that is impacting your programs and services now?**

N/A

7. **Describe any new programs and/or initiatives for the current year.**

N/A

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

The Division of Student Affairs continues to adapt to the evolving needs of students while navigating operational and environmental changes that impact our work. The following challenges and opportunities are anticipated for the current and upcoming fiscal years:

Opportunities

- **Centralization of Business and Administrative Services:** Streamlining administrative processes across the Division creates new efficiencies in budget management, purchasing, and reporting. This centralization strengthens accountability while allowing more time and resources to focus on student-facing programs and services.
- **Expanded Programming at Pearland:** With a full-time staff member presence and growing participation, Pearland programming provides opportunities to expand engagement at an important campus location. This supports commuter and graduate student populations in particular.
- **Strengthening Communications and Marketing:** The Division's communications team is meeting increasing demand, and new tools (such as a camera kit and expanded digital strategies) will further enhance the Division's ability to showcase programs and connect students to services.
- **Enhanced Student Spaces:** Renovations such as the SSCB first-floor project and updates to Hunter's Hangout lounge will provide state-of-the-art spaces that foster connection, collaboration, and student belonging.

Challenges

- **Construction Projects:** Ongoing construction on the SSCB first floor will temporarily disrupt access to offices and services. Although the result will be a vastly improved student space, the interim period will require flexibility in programming and service delivery.
- **Sustaining Engagement Across Modalities:** As UHCL continues to serve a population of commuter, graduate, and part-time students, creating consistent and meaningful engagement experiences that fit varying schedules remains a challenge.

- **Resource Demands:** Growing event participation, increased communications requests, and the expansion of programming at Pearland and Clear Lake campuses require additional staff support, technology, and one-time investments to maintain quality and impact.

The Division views these opportunities and challenges as interconnected. By strategically managing construction and administrative transitions while leveraging communication and engagement initiatives, DSA is positioned to strengthen the student experience and enhance the overall value of student fees.

9. **Did you have more than \$5,000.00 in Student Fee funds swept at the end of FY25? If so, describe how much and in which areas the funds came from.**

N/A

10. **Are you requesting any new one-time funding for FY26 or FY27? Present your budget request with appropriate justification. *Note that only one-time funding requests (no base requests) may be reviewed for FY26 and FY27.**

The Division of Student Affairs is requesting one-time funding to support essential needs in FY26 and FY27. Each request is designed to strengthen the student experience at UHCL by enhancing spaces, sustaining impactful programs, improving communications, and supporting student engagement. These requests align with the Division's mission to create empowering experiences, its vision of individualized and meaningful student engagement, and its strategic objectives to provide high-impact opportunities, facilitate lifelong learning, and inspire positive functionality.

FY26 Requests

Weeks of Welcome (WOW) – \$10,000 (Spring FY26)

Purpose: To sustain UHCL's signature welcome programming for new and returning students.

Uses: Marketing and outreach, T-shirts, giveaways, What's the Scoop Ice Cream Social, Campus-Wide Open House, Hawk Welcome Crew resources.

Justification: WOW is a cornerstone of UHCL's student engagement strategy, helping students transition into the academic year with opportunities to connect, discover resources, and build a sense of belonging. In Fall 2025, WOW included 17 events and 23 departmental open houses, engaging more than 2,000 student touchpoints. This funding ensures the program continues at a high-quality level while remaining cost-efficient.

Communications and Marketing Support – \$2,823.50 (Spring FY26)

Purpose: To expand communication tools and media capacity.

- Grammarly Licenses: \$144
- Camera Kit: \$2,679.50 (Lumix Camera, wireless mics, bag, shotgun mic, memory card, case, charger)

Justification: Communications requests have grown significantly, with over 200 marketing requests and 274 Hawk Headlines in FY25 alone. Professional tools like Grammarly ensure staff and student workers maintain quality and professionalism in communications. A new camera kit will allow the Division to produce high-quality photos and videos for event marketing, social media, and promotional campaigns. This enhances visibility and strengthens outreach to students.

Campus Posting Board Kiosks – \$8,500 (Spring FY26)

Purpose: To install bulletin board kiosks in campus buildings for event promotion.

Justification: With hundreds of programs each year, students need centralized, accessible locations to learn about opportunities. The kiosks will serve as highly visible hubs for student organizations and departments to promote events, reducing clutter across campus and ensuring consistent access to information. This investment supports the Division’s goal of improving communication and helping students stay engaged.

Utility Vehicle (UTV/Golf Cart) – \$20,000 (Spring FY26)

Purpose: To purchase a utility vehicle for transporting equipment and supplies for events across campus and a concrete pad for parking vehicle.

Justification: The Division supports more than 450 annual events, many large scale events requiring heavy or large equipment. Currently, staff and student workers must make multiple trips, which is inefficient and physically demanding. A UTV will reduce setup time, improve safety, and increase the Division’s ability to execute events effectively. This directly benefits students by ensuring programs run smoothly and resources are delivered where needed.

Construction Project and Hunter’s Hangout – Up to \$100,000 (FY26; rollover if needed)

Purpose: To complete SSCB first-floor renovations and expand Hunter’s Hangout as a premier student space.

Uses: Furniture, cleaning, signage, technology, window and door wraps, TVs and installation.

Justification: This project directly benefits UHCL students by transforming the SSCB into a student-centered hub for engagement, services, and community building. Construction brings together key Student Affairs departments—Career Development, Veteran and Military Resource Center, Dean of Students, Orientation and New Student Programs, and Center for Student Engagement—on the first floor. Centralization makes it easier for students to access multiple services in one location, saving time and reducing barriers. Updates to the Counseling and Mental Health Center and the addition of Student Media will also transform the 3rd floor of the SSCB. The first-floor lounge will be upgraded as Hunter’s Hangout, creating a welcoming, functional space where students can study, relax, or collaborate. By investing in comfortable furniture, modern technology, and branding features, the Division ensures the space reflects UHCL pride and fosters connection. If funds are not fully utilized in FY26, the balance will roll into FY27 to complete the project without interruption.

Total FY26 Requests (excluding Construction Project): \$ 41,323.50
Construction Project/Hunter's Hangout: \$100,000 (FY26; rollover if needed)

FY27 Requests

Student Workers – \$22,500 (FY27)

Purpose: To fund two student worker positions in the Office of the Vice President for Student Affairs.

Justification: Student workers provide critical assistance with divisional communications, event support, and daily operations. These positions also serve as high-impact experiential learning opportunities, helping students develop transferable professional skills. Importantly, these roles support **DSA Communications**—which handled **207 communications and marketing requests, 274 Hawk Headlines, 55 campus-wide email requests, and 19 divisional-wide email requests in FY25**—and the **front office of the Vice President for Student Affairs**, ensuring smooth operations and professional service to students, staff, and campus partners. Funding ensures these positions are maintained without disrupting divisional capacity.

Weeks of Welcome (WOW) – \$10,000 (FY27)

Purpose: To sustain UHCL's annual Weeks of Welcome programming.

Justification: Building on the success of FY25, continued funding will ensure that WOW remains a strong tradition at UHCL. Events such as the Campus Wide Open House, What's the Scoop Ice Cream Social, and Hawk Welcome Crew connect students to each other and to campus resources. Sustained funding guarantees UHCL maintains an impactful start-of-semester experience that supports retention and long-term student success.

Pearland Student Affairs Programming – \$14,000 (FY27; \$7,000 per semester)

Purpose: To sustain student engagement initiatives at UHCL Pearland.

Justification: With a full-time staff member now supporting Pearland, programming has expanded significantly. In FY26, events will have included Coffee Bars, a Homecoming Celebration, Cookie Break, Pizza Event, Taco Night, and Finals Week programming. These well-received events demonstrated the demand for consistent engagement at Pearland. Funding will provide supplies, food, giveaways, and promotional materials to sustain programming and ensure Pearland students receive equitable experiences to those at Clear Lake. Departments can submit to the Division of Student Affairs to host an event and receive funding.

Communications and Marketing Support – \$144 (FY27)

Purpose: To continue Grammarly licensing for Division communications from FY26, if funded.

Justification: Maintaining Grammarly ensures professional-quality emails, marketing materials, and announcements. This investment supports the Division's credibility and effectiveness in reaching students.

Total FY27 Requests: \$46,644

Summary

The Division of Student Affairs' FY26 and FY27 one-time funding requests represent intentional, student-focused investments.

- **FY26 Total (excluding Construction Project): \$41,323.50**
- **Construction Project/Hunter's Hangout (separate): \$100,000 — with rollover option into FY27**
- **FY27 Total: \$46,644**
- **FY26 and FY27 Total: \$87,967.50 (Operations) + \$100,000 (SSCB/Hunter's Hangout) = 187,967.50**

These allocations will:

- Enhance UHCL's physical spaces with improved student gathering areas.
- Ensure the successful delivery of Weeks of Welcome and other major programs.
- Improve communications and outreach through professional tools and marketing capacity.
- Sustain meaningful engagement opportunities at both Clear Lake and Pearland campuses.

Allocations in Order of Priority:

- **Student Workers – \$22,500 (FY27)**
- **Weeks of Welcome (WOW) – \$10,000 (Spring FY26)**
- **Weeks of Welcome (WOW) – \$10,000 (FY27)**
- **Pearland Student Affairs Programming – \$14,000 (FY27; \$7,000 per semester)**
- **Communications and Marketing Support – \$2,823.50 (Spring FY26)**
- **Communications and Marketing Support – \$144 (FY27)**
- **Campus Posting Board Kiosks – \$8,500 (Spring FY26)**
- **Utility Vehicle (UTV/Golf Cart) – \$20,000 (Spring FY26)**
- **Construction Project and Hunter's Hangout – \$100,000 (FY26; rollover if needed)**

11. Please provide a narrative of how your unit would accommodate a reduction of 5.0% in your total FY27 budget and provide a line-item explanation of where budgetary cuts would be made.

N/A