

STUDENT FEES ADVISORY COMMITTEE (SFAC)

FY2027 PROGRAM QUESTIONNAIRE

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 (please include name, title, email, and phone number):

Keyera Joseph

President, Student Program Board

spbpres@central.uh.edu

Olivia Candelaria

Vice President, Marketing & Assessment, Student Program Board

spbvpma@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 Student Program Board's mission is to enhance the student experience at the University of Houston and bring the University of Houston community together through entertaining, thought-provoking, and exciting events. SPB exists to create programs with social, cultural, and intellectual aspects for the student body throughout the year which all students are encouraged to attend. SPB will also provide opportunities for students to excel in leadership roles and assist in enhancing the student experience through our many committees.

Supporting Goals

The Student Program Board (SPB) accomplishes its mission by planning and implementing free events catered to a wide array of students across the student body. We do this through our 5 committees: Major Events, Special Events, Cinema, Performances. Each of these committees is formed to create and implement various programs throughout the year to cater to the ever-changing interests of the student body. Students are able to join our committees for free due to the Student Program Board having a zero-dollar membership fee. Each committee comprises numerous students with various backgrounds, majors, and interests that a Committee Chair and Co-Chair lead. These five committees meet to assist the Committee Chair with planning events that incorporate many aspects that will appeal to many students, ensuring that SPB is keeping up with the current trends and changes within the Student Body.

The Student Program Board focuses on fostering an environment that allows creativity, recreation, and growth. The organization brings the events and experiences that the student body wants to life through open suggestions and feedback. The Student Program Board outputs events that cater to a variety of interests and activities, – offering something for everyone. The events are student-led from start to finish, allowing students the opportunity to learn, grow, and experiment with their ideas and interests in a fun and professional environment.

Justification

SPB recognizes that the college experience should include more than academics and wants to promote an interactive environment for students to participate within the University of Houston campus. With the engaging experience that we provide, the organization contributes to the student’s overall commitment to the university and their greater sense of belonging in this campus community. Furthermore, we encourage students to persist in their college career and graduate. Students who get involved on campus are more likely to graduate on time and have an increased connection to the university, which leads to more involved alumni. The student fee dollars allocated by SFAC directly impact the quality of our organization, programs, and our ability to host quality events for students. It is SPB’s goal to provide SFAC with the information necessary to support our large goals and aspirations not only for the future of our organization but for the future of the University of Houston’s overall collegiate experience for students.

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 measures and/or learning outcomes used to evaluate program success. Please provide the method for collecting this data.

The Student Program Board is evaluating its success in achieving the DSA strategic initiatives by placing intentional emphasis on student feedback. Each event incorporates structured “Event Assessments,” allowing students to candidly reflect on their experiences, offer constructive criticism, and propose ideas for future programming. To further promote student involvement, SPB offers opportunities to join as members, attend general body meetings, and participate in committees, creating inclusive spaces where student voices are amplified and valued. In response to the evolving interests of the campus community, SPB continuously explores innovative programming ideas. Through in-person interactions,

such as tabling, board members foster meaningful conversations with students to better understand how events can be enhanced and to strengthen relationships with attendees across campus. During FY25, SPB engaged 17,085 students through over 40 events.

The Student Program Board encourages students to participate in events by attending, planning, or volunteering. Students have the opportunity to gain volunteer hours through the organization, offering a sense of community and increasing student engagement and retention. The organization also actively collaborates with other registered student organizations and University of Houston departments to deliver events that reflect a wide range of student interests. In fact, over 50% of SPB's events in the last fiscal year were co-hosted with campus partners, reinforcing a culture of collaboration and shared purpose across the university.

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.

Since the last SFAC request, the Student Program Board has combined the E-sports and Special Events Chairs into a single position. This decision was made based on the recorded variety of E-sports events hosted. The board saw it to be more effective to combine the efforts into one chair to improve efficiency and creative quality. Through this decision, the Student Program Board has been able to host E-sports events such as Cougar Con with improved optimization of operations and a 10% attendance increase.

In addition, the Student Program Board introduced the Concert Series for Frontier Fiesta, featuring a curated lineup of artists throughout the festival. The budget was strategically allocated across performers, allowing one artist to take the stage each day. This approach offered students a diverse range of music genres and entertainment, enriching the Frontier Fiesta experience and further strengthening SPB's contribution to this long-standing University of Houston tradition.