

View results

Respondent

23 Maritza Arreola

23:46

Time to complete

Program Information

1. Program or DASG Account Name: *

Homecoming Events

2. Is this a new DASG account? *

Yes

No

3. Please enter your DASG Account Number: *

41-56424

Line Items (Object Codes)

DASG Accounts and Funding are divided into Line Items representing specific categories of usage (salary, supplies, food, services, etc.). Line Items are identified with Object Codes in the DASG Accounting System, which are the equivalent of Account Codes in Banner. The available Line Items and their Object Codes for this request are as follows:

- 2310 - Student Salary
- 3200 - Hourly Benefits (Required for Student Salary)
- 4010 - Supplies
- 4013 - Promotional Items
- 4015 - Food
- 4060 - Printing
- 5214 - Professional Services
- 5510 - Conference & Travel
- 5520 - Field Trips

4. What is the first Line Item you need to request funding for? *

- 2310 Student Salary
- 4010 Supplies
- 4013 Promotional Items
- 4015 Food
- 4060 Printing
- 5214 Professional Services
- 5510 Conference and Travel
- 5520 Field Trips

4010 Supplies

No General Office Supplies

5. 4010 Supplies Amount *

Please round up to the nearest whole number.

Please enter a whole number

6. 4010 Supplies Description *

7. What is the next Line Item you need to request funding for? *

- 4013 Promotional Items
- 4015 Food
- 4060 Printing
- 5214 Professional Services
- 5510 Conference and Travel
- 5520 Field Trips
- None

4013 Promotional Items

(Reusable Banners)

8. 4013 Promotional Items Amount *

Please round up to the nearest whole number.

3000

Please enter a whole number

9. 4013 Promotional Items Description *

Theme-specific promotional items (apparel, giveaway items), De Anza swag for school spirit giveaways

10. What is the next Line Item you need to request funding for? *

- 4015 Food
- 4060 Printing
- 5214 Professional Services
- 5510 Conference and Travel
- 5520 Field Trips
- None

4015 Food

Not for Conference and Travel; for all Conference and Travel expenses, including meals, use Object Code 5510.
(Must adhere to district Administrative Procedure 6331, <http://www.boarddocs.com/ca/fhda/Board.nsf/goto?open&id=AKVUKX7C7F98>)

11. 4015 Food Amount *

Please round up to the nearest whole number.

6000

Please enter a whole number

12. 4015 Food Description *

Dinner, dessert, and beverage items for evening dance; snacks for football game

13. What is the next Line Item you need to request funding for? *

- 4060 Printing
- 5214 Professional Services
- 5510 Conference and Travel
- 5520 Field Trips
- None

4060 Printing

(Flyers, posters, programs, etc.)

14. 4060 Printing Amount *

Please round up to the nearest whole number.

Please enter a whole number

15. 4060 Printing Description *

16. What is the next Line Item you need to request funding for? *

- 5214 Professional Services
- 5510 Conference and Travel
- 5520 Field Trips
- None

5214 Professional Services

(Limited Engagement Agreements, Consultants/Guest Speakers/Entertainment (list programs). For contracted speakers or performers DASG Funding shall not exceed \$20,000 per speaker or performer/performing group per event or performance.)

17. 5214 Professional Services Amount *

Please round up to the nearest whole number.

Please enter a whole number

18. 5214 Professional Services Description *

19. What is the next Line Item you need to request funding for? *

- 5510 Conference and Travel
- 5520 Field Trips
- None

Request For Information (RFI)

Description:

Please provide comprehensive details about your program.

Public Disclosure:

Be advised that all documents and information submitted will be accessible publicly online.

Please redact any Personally Identifiable Information (PII).

20. Please provide a thorough description of your program. *

Homecoming events have been a new annual tradition to raise school spirit, support for our student athletes, and connect with their peers during the dance and activities.

21. What new services or features have been added since your last DASG RFI submission? *

Enter N/A if you have not submitted a DASG RFI before.

We maintained much of the same fun and opportunities as last year. However this year, we had expanded the activities in the Dining Room as an alternative to the dance-floor in the Conference Room. This led to less crowds and more ways students can have fun with their peers.

22. Enrollment Overview *

- Provide the total number of active students and newly enrolled students for each of the past three years.
- Indicate how many of these students were retained for more than a quarter.
- Clarify whether your program is designed for a specific demographic or serves the entire De Anza population.
- If available, include a breakdown of racial demographics.

We had an estimated 380 students attend the 2024 dance, which was an increase from 260 the previous year. We had dozens of students attend the game both years.

This year, we had stayed pretty consistent from last year with an estimate of 350 dance attendees and dozens of game attendees despite marketing starting later and potential stormy weather.

We do not have a racial demographic breakdown, but it was advertised as an event that was free and open to all current De Anza students.

23. Attach any relevant enrolment documents

Attachment Guidelines:

For accessibility, please ensure all attachments are submitted in their original filetype (Word, Excel, PowerPoint, etc.) or as PDFs with searchable text. Avoid submitting scanned documents, as signatures are not required for this digital submission.

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No answer provided.

24. Program Marketing and Promotion *

- How does your program currently promote itself to the entire student body? What strategies and channels are used for outreach and advertising?
- Have you implemented specific efforts to engage and reach underserved student populations? If so, describe the methods and strategies used.
- If outreach to underserved students has been challenging, what obstacles does your program face in addressing this issue?
- Provide a detailed marketing plan for the current academic year, including any promotional materials you have used or plan to use.

Office of College Life, DASG, and ICC all promoted the events widely via social media, flyers, website posts, newsletters, and word-of-mouth. We intend to strengthen our outreach to the learning communities, as well as new students by having details set in time for Welcome Day. We also aim to increase outreach to faculty, staff and alumni for the game to help build more campus-wide school spirit, student-alumni connections for potential networking and fundraising opportunities from alums. Lastly, we intend to increase incentives for the game attendance to further support our student athletes.

25. Reflection and Feedback *

- How does your program collect and utilize student feedback for improvement (e.g., pre-/post-surveys, focus groups)?
- Can you provide examples of feedback received?
- What actions have you taken to address these areas?

After each event, we have had debrief meetings as well as surveys for feedback to address wins and potential improvements. The feedback from previous years were utilized to improve for 2025, and we intend to use our latest debriefs and feedback to improve for 2026.

26. Attach any relevant student feedback forms, surveys, etc.

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No answer provided.

27. Does your program offer any online services? *

Yes

No

28. Online Services *

- How has your program adjusted to offering services online?
- What strategies or tools have you implemented to ensure the quality of services remains high in a virtual environment?
- If your program hasn't yet transitioned online, what specific plans or steps are in place to provide online services in the future if necessary?

Because of the nature of the events (a dance and a football game), we have been focused on in-person engagement. However, we are interested in more development of a spirit-week to bridge the dance and game and we would consider more online/virtual ways students can engage in that.

29. Sources of Funding *

- What are the current funding sources for your program (e.g., college funds, external income, grants)?
- Provide details for each source, including account numbers, account names, balances, and any specific purposes or restrictions tied to the funds.

We received a one-time award in 2023 from our past De Anza College President, largely because of the new mascot and costume, but our ongoing funding has been entirely dependent on DASG.

Request For Information (RFI) - continued

Description:

This section ensures adherence to the DASG Budget Guiding Principles, which can be found at www.deanza.edu/dasg/budget

Public Disclosure:

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30. How does your program provide resources or support to help students achieve their academic and personal goals? (IMPACT) *

This program focuses on building students social connections and sense of belonging on campus, both of which research finds to be positively correlated with positive academic, professional, and personal outcomes for college students.

31. What opportunities does your program offer for students to develop leadership skills and engage in civic activities or advocacy? (IMPACT) *

Given the large-scale nature of the events, the program provides students involved with excellent opportunities for the leadership development with the program planning, budgeting, problem-solving, communication, and teamwork required to pull off the events.

32. How does your program support and promote student participation in co-curricular or extracurricular activities to enhance their overall college experience? (IMPACT) *

Students have the opportunity to learn about and connect with the various programs involved, such as DASG, ICC, clubs, and Athletics, all of which provide year-round opportunities for engagement beyond the events themselves. With Athletics, we've been honored to have part of our funds go towards concession stand tickets at games, which allowed our students to get a free meal and ensured funds went straight to our student athletes as the concession stand was a fundraiser for our basketball team.

33. How does your program contribute to improving student retention by enhancing the quality of education and student engagement at De Anza College? (IMPACT) *

The program focuses on building students social connections and sense of belonging on campus, both of which research finds to be positively correlated with retention and other positive student outcomes.

34. How does your program promote and ensure accessibility, equity, and inclusion for students from diverse backgrounds? (DEI) *

The events were clearly promoted as free to all students, to ensure the opportunity to participate, get food and goodies, and connect with their peers did not have any barriers.

35. What steps does your program take to incorporate environmentally sustainable practices in its operations or events? (ES) *

We worked to utilize more reusable decorations for the event, and we are exploring more ways to practice environmental sustainability with these events.

36. Attach any other relevant documents

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No answer provided.

Requester, Budgeter and Administrator Information

The Requester is the person completing this request form. The Requester and Budgeter are usually the same person but may be different.

For DASG Accounts, the Budgeter is the person directly responsible for managing the account for the program and their Administrator is the person overseeing them in relation to the DASG Account.

The Budgeter and Administrator cannot be the same person.

Signatures that are Required for Utilizing Funds

All future financial documents, forms, requests, requisitions require the signature of the Budgeter(s) responsible for managing the account for the program and their Administrator in relation to the DASG Account. The Budgeter(s) responsible for managing the account for the program and their Administrator in relation to the DASG Account shall sign designating it as an appropriate expenditure of DASG funds and in the best interest of the student body. Administrators are responsible for any expenditures exceeding budget allocations.

The Budgeter and Administrator cannot be the same person.

37. Are the Requester and Budgeter the same person? *

Yes

No

38. Budgeter's Name *

Maritza Arreola

39. Budgeter's Email Address *

arreolamaritza@fhda.edu

40. Budgeter's Phone Number *

408-864-8692

41. Budgeter's Relationship to Project *

Advisor

42. Budgeter's Position on Campus *

Interim Faculty Director of College Life

43. **Administrator's Name** *

Hyon Chu Yi-Baker

44. Administrator's Email Address *

yibakerhyonchu@fhda.edu

45. Administrator's Phone Number *

408-864-8239

46. Administrator's Relationship to Project *

Dean of programs involved

47. Administrator's Position on Campus *

Associate Dean of Student Affairs