



COOGTV POWERED BY SYN

STUDENT FEES ADVISORY COMMITTEE

FY2016 QUESTIONNAIRE

STUDENT VIDEO NETWORK

1. Please provide a one-page executive summary of your questionnaire responses. This summary should include, in brief terms: your unit’s mission, how you accomplish your unit’s mission, and a justification of your unit’s student fee allocation in terms of benefits for students.

Mission:

Student Video Network (SVN) is the only student-run television station at UH, allowing students to expand their college experience by learning about and getting involved in an active production environment. Our mission is to inform, educate, and entertain students by creating and providing original programming. Put simply, SVN provides the necessary resources and utilities needed to empower students to take creative control. With the move to the new facility in the Center for Student Media in Spring 2014, SVN has now been given the opportunity to become a more solid organization than ever before. This years energy level brought in by interested members has skyrocketed beyond belief. Thus, bringing innovative ideas to the newly branded channel, CoogTV. As this energy continues to flourish, we hope to make CoogTV a fully developed station by next year, running continuous programming to students 24/7.

Method of Accomplishment:

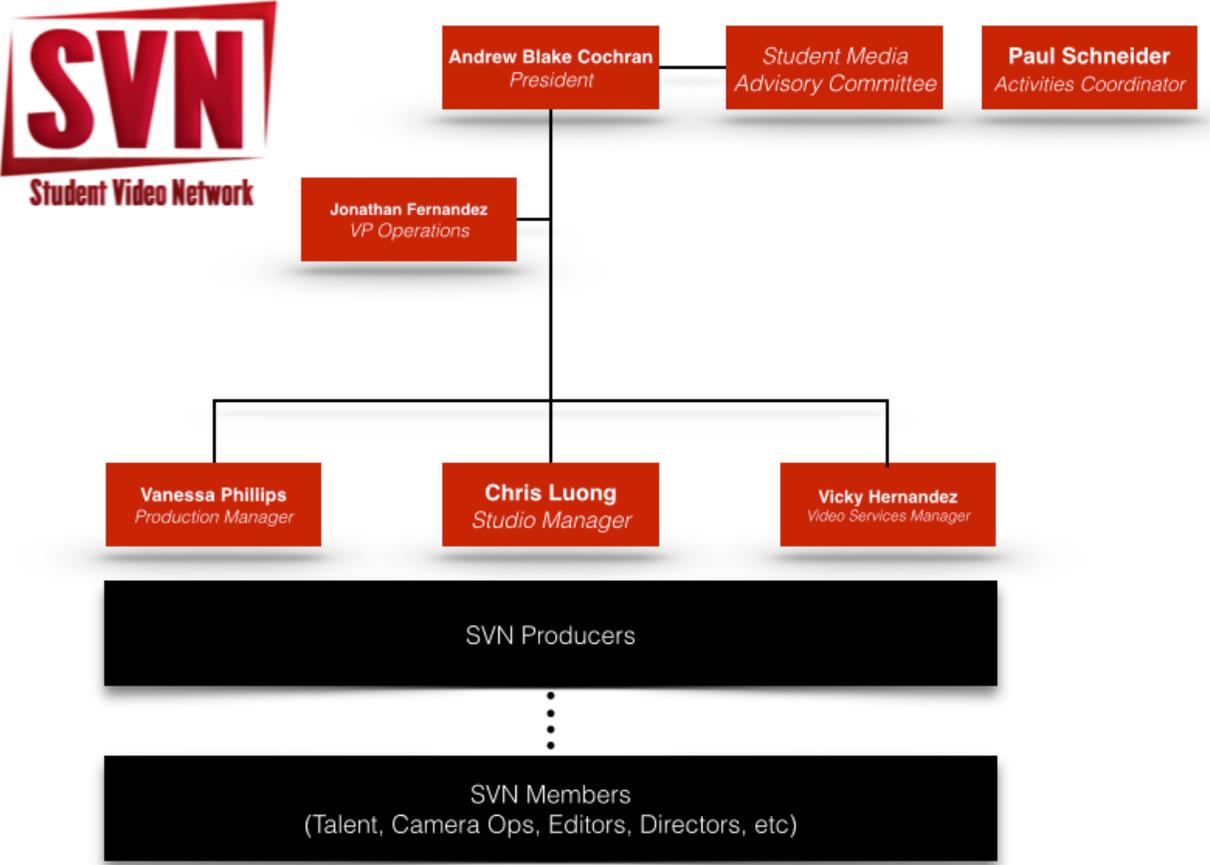
SVN prides itself on being the only outlet on campus that allows students the resources to run their own production in a single vicinity. All members are allowed creative freedom through self-motivation. As members gain knowledge and experience through the organization and class, they become further qualified to create original content, therefore bringing more concrete and qualitative productions. In order to prepare our members, SVN provides exclusive classes, including camera operation, camera composition, non-linear editing, acting, lighting, directing, writing, pre-production, and producing. These classes are offered multiple times a week and are taught by our Studio Manager and Premium Members. This year, we have introduced monthly workshops, where students are given the opportunity to learn and utilize the skills taught throughout the month in a single “Boot-Camp”, all in the convenience of a three-day weekend (Friday through Sunday). Every job a production has to offer is important and integral to the process.

Justification:

The level of responsibility that members take on as they develop and broadcast their own media projects help them gain leadership in production management, public relations, team management, and studio operations. In addition to original programming, SVN also airs popular blockbuster movies to ensure a schedule of continuous programming, which is one of the most challenging accomplishments among student organizations.

2. Provide an organization chart of your unit. Large units may need to have an overview chart and then more specific charts for each program. Where you have multiple staff in the same position (e.g. counselor, advisor, etc.), note this on your chart. Student employees should be cited on the chart and identified as students

SVN runs as one of the three major outlets of the Center for Student Media. Paul Schneider, the center’s Activity Coordinator, works hand-in-hand with CSM Director, Matt Dulin and the Executive Board to provide professional opinion and advising throughout the year. The chart below provides a clear structure of the organizational flow:



3. List your unit's strategic initiatives and action steps identified for the 2013-2014 academic year and cite the specific Division of Student Affairs and Enrollment Services (DSAES) Strategic Initiatives and University of Houston Strategic Goals to which they relate (links below). Please comment on your success in achieving these strategic initiatives/action steps. If a strategic initiative/action step changed during the year, please note this and explain. Also, list any new strategic initiatives/action steps, the rationale for the addition, and comment on your success in achieving these items.

Objective 1: Maintaining production quality for on-air programming and assisting other student organizations and on-campus departments with development productions for internal and external means to increase the skill development for members.

Strategy

1. Create a new season each fall and spring semester of 4 – 8 student produced television shows.
Status: Accomplished. Despite the lack of necessary space for the first half of the school year, SVN managed to execute all pre-production in the fall and was able to establish the following productions to air on the channel and YouTube:
 - In the Game – 21 episodes – Fall 2013/Spring 2014
 - Life on Campus – 3 segments – Spring 2014 (No statistics due to removal of content)
 - @UH – 6 episodes, 2 segments – Spring 2014 (1610 views)
 - CinemaKik – 3 segments – Spring 2014 (323 views)
 - The Hollywood Cougar Report - 3 episodes - Spring 2014 (232 views)

2. Continue providing 24/7 programming through fall, spring, and summer consisting of movies, commercials, trailers, and original programming.
Status: Accomplished/Ongoing. The Swank movie contract is still in effect, providing commercial-free movies to our on-campus viewers. Commercials for other UH organizations and schools were created and delivered to our audience via YouTube and the channel along with original programming, quality class projects and the competitors of our Spring Film Festival.
 - SPB's The Voice - Spring 2014 (16,574 views)
 - SGA Interviews - Spring 2014 (374 views)
 - CEO Presents: International Explosion - Spring 2014 (27 views)
 - Frontier Fiesta 2014 Line Up - Spring 2014 (5,021 views)
 - Spring Film Festival Videos (307 views)
 - Adaptive Athletics - Summer 2014 (25 views)
 - Welcome to the Cage - Summer 2014 (2,229 views)

3. Utilize commercial request form and event coverage form to assist on-campus student organizations and department with productions.
Status: Accomplished. All request forms have been converted to a digital format and are now accessible and utilized through Get Involved. (4 Forms)

4. Continue to have production classes to inform and educate new and current members.
Status: Accomplished. SVN provides classes covering all aspects of media production. Each are offered twice a week to all members.

5. Work with different departments on campus to obtain student- or departmental-created video content to be aired on our station.

Status: *Accomplished.* SVN worked closely with SPB to cover their event UH Voice. SVN also worked with Adaptive Athletics, SGA, CEO and Frontier Fiesta. The organization also aired a news show from the School of Communications.

Objective 2: Develop student leadership skills and update documentation process to increase overall productivity of the organization.

Strategy

1. Establish one retreat each semester to gain knowledge, build communication, and obtain leadership experience. May invite SVN Alumni to assist.
Status: *Not accomplished.* The Executive Leadership Retreat, sponsored by the Center for Student Involvement served as the first and only retreat. No retreats were held after XLR. Board meetings were used instead to build communication and to gain knowledge. Bi-weekly summer board meetings were used to plan out the following semesters.
2. Maintain project management system through producers.
Status: *Accomplished.* The Production Manager successfully re-evaluated the Producer's Handbook from the prior year and distributed them to all Producer's as new shows were pitched and approved. A fully re-developed Production Pitch was also successfully executed each semester for continuing shows.
3. Increase communication with producers to maintain an enjoyable experience for them and their crew members.
Status: *Accomplished.* Face-to-face meetings were held each month with the option of a morning or afternoon time-slot. There was also a Facebook page strictly for the inner-communications of the producers and the Production Manager.
4. Establish a standardized archiving process for all paperwork.
Status: *Accomplished.* Paperwork is organized by branch and event into our Google Drive which is then past on from year-to-year in hopes of aiding the future leaders of the organization.
5. Increase the digital archiving of video to once a month.
Status: *Partially Accomplished.* Producers were asked to present a calendar stating the time and dates their production would be airing and help responsible of fulfilling that promise. Finished products are backed up onto an external hard-drive.

Objective 3: Maintain and improve marketing and feedback methods for the station through new, innovative ideas.

Strategy

1. Develop a yearly and semesterly public relation/marketing strategy and implement in a timely manner.
Status: *Accomplished.* A checklist and campaign strategy was developed to ensure we can implement and delegate the necessary tasks in the timely manner necessary.
2. Update online marketing sites for better visibility throughout campus, including the SVN website, both Facebook accounts, Twitter, and YouTube channel.

Status: Accomplished. The current SVN/UH website will be created to give information to the students about the organization. The decision was made to offer only one Facebook account, rather than the two used in the prior years, in order to maintain consistency in attendance. Twitter is being utilized as a way to offer movie news to our followers along with announcements and updates from SVN.

3. Work with The Daily Cougar to increase visibility on campus.
Status: Accomplished. SVN worked with the Daily Cougar to publicize their screenings. We also have established a plan to provide online content to The Cougar which will also be played on our channel this year. It will consist of a twice monthly series about alumni called Cougar Sense, which should produce six episodes with a three to five minute time length before the semester ends.
4. Further develop online surveys to collect statistics on viewership.
Status: Accomplished. A survey was conducted by the Center for Student Media to get information on UH students and their relationship toward media organizations.
5. Discuss and implement feedback methods with members for events, meetings, and production classes during SVN General Assembly Meetings.
Status: Accomplished. All General Assembly Meetings times and dates were based on an online survey conducted through our Facebook that we asked all currently active members to take part of, in which we took the most popular time and that the students and the majority is available and made that the finalized meeting credentials.
6. Purchase more marketing items to be distributed to students.
Status: Accomplished. More marketing material was bought and delegated for the 13/14 school year and throughout.
 - a. Water Bottles
 - b. Backpacks
 - c. Stickers
 - d. CoogTV Shirts
 - e. SVN Shirts
 - f. Chargers
 - g. Caps
 - h. Cups
7. Continue to collaborate with other student organizations for SVN's Outdoor Movie Festival in the Fall and Spring.
Status: Accomplished. OMF was co-sponsored by CEO and SPB both semesters. In addition to CEO and SPB, DJ's from CoogRadio provided music before each film. SVN also collaborated with The Cougar for ad space in exchange for paper distribution during events.

Objective 4: Continue to build a partnership with the Houston-based media entities and develop networking opportunities for SVN members by bringing media-oriented individuals, such as successful SVN alumni, to campus.

Strategy

1. Work with more on-campus departments to tune TV's to SVN.

Status: *Not accomplished.* The new UC is planning on giving access to the channel via their lounges once construction is complete. We are currently in the process of getting Channel 6 on the televisions in the Rec.

2. Continue relationships with other Houston-based media companies.
Status: *Accomplished/Ongoing.* As our relationship with Moroch Houston grows, we have used their offered opportunities to allow students to review films before they are released to the public. That relationship also provides SVN with giveaways for students along with interviews with major cast and crew. Moroch comes to us every year in search of interns and a number of our members have been hired on. Other connections include The Houston Film Commission, SAG, WIFT, and SWAMP. The board also won the Houston 48HR Film Project.
3. Build stronger bonds with successful SVN Alumni to open up networking opportunities for members.
Status: *Accomplished.* We are currently in contact with a developing SVN Alumni organization which will aid the Board in mentoring members through outside experience they have gained since graduation.
4. Develop an SVN Alumni spotlight on the SVN website to recognize past members.
Status: *In progress.* A section of the website has been created for alumni. However, the newly developed CoogTV will come with a website that will offer a section for Alumni and current members to keep in contact and work together outside the organization.
5. Bring media-oriented individuals to campus as speakers to do training courses in specific fields and discuss new technology and how they got into the industry.
Status: *Not Accomplished.* With the addition of a full-time Advisor for CoogRadio and SVN, CSM will take on the responsibility facilitate a speaker to each General Assembly Meeting of the organization.

Objective 5: Develop membership incentive program and increase active membership by 10 percent.

Strategy

1. Continue to develop Membership Point System for individual members and shows. High performing members and shows will receive prizes.
Status: *Not Accomplished.* The SVN administration attempted a point system through the Producer's in order to motivate production, however it was only established in the first meeting and fell through due to lack of tracking in attendance and participation.
2. Establish better tracking for the membership point system.
Status: *Accomplished.* A membership point system was created over the summer allowing more access to those whose involvement improves throughout the year. Members are shooting for "Platinum Membership" status which will allow them to Produce a show along with full access to all SVN equipment and facilities.
3. Speak to more classes within the University to increase membership and awareness.
Status: *Accomplished.* Each board member put together a PowerPoint that highlights our organization and have been giving presentation to the classes that allow.
4. Develop a recognition program for producers.

Status: *Accomplished.* SVN holds an awards banquet at the end of every Spring semester during the annual CSM banquet. All shows are eligible for awards therefore, producers are recognized if their show, cast, or crew wins an award.

5. Utilize all opportunities to sign up potential members, such as summer orientations.
Status: *Accomplished.* Board members attended as many events as possible and provided reels of completed productions and giveaways as they were available. (120 New Student Sign-ups throughout all Cougar Carnivals)

Objective 6: Update current equipment and acquire new equipment to improve development of SVN into a more professional TV station.

Strategy

1. Increase the number of plug-ins for video editing software to develop better quality programming.
Status: *Accomplished.* All software is currently up to date and Adobe Master Suite 6 was purchased this summer with all updated plug-ins. We also have established a connection with a motion graphics company in order to establish a greater library of pre-made templates to be edited or manipulated as the members sees fit for their product.
2. Update equipment to enhance workflow from pre-production to post-production.
Status: *Accomplished.* As we moved to the new facility we now have a studio along with a control and editing room, stocked with the latest software and equipment. We also have encouraged practice through the means of our classes. Under the guidance of the new CSM Advisor, the organization obtained the following equipment:
3. Establish a “Master List” of specific equipment that will be needed to develop a better studio environment at SVN.
Status: *Accomplished.* A list of required equipment was generated by the 2013/14 Board and was implemented over the summer. All studio and facility equipment (other than cameras and software) are in storage as we await the constructional changes to our facilities.

4. Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned strategic initiatives and/or action steps and their importance as compared to others that you might pursue. Where data exist, discuss the number of persons served by each of your programs and any assessment measures and/or learning outcomes used to evaluate program success. Please provide the method for collecting these data.

Method for Collecting Data

SVN uses the membership roster, attendance at workshops and broadcast views to monitor both, the people creating the productions and the amount of viewership the products receive.

Attendance Table

Events to happen before SFAC

- Classes
 - o Weekly Classes: avg 15 attendees
- OHF:
- General Assembly Meeting
 - o September: 107 Attendees
 - o October: XXXX

- Open Auditions
 - o Summer: 8 Auditioners
 - o September: 17 Auditioners
 - o October: XXXXX

Online Statistics

- UHSVN Facebook: 1,001 Likes (Sept. 29)
- Twitter: 440 Followers
- YouTube Views:
 - o 205 Subscribers
 - o 90,646 Total Views

5. Please discuss any budget or organizational changes experienced since your last (FY2015) 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. In addition, if your unit concluded FY2014 with a Fund 3 addition to Fund Equity, please describe the conditions which caused the addition.

In FY 2014, Student Video Network ended the year with \$5,933.42 Fund Equity. However, of these funds, \$4,587.61 was requested for FY 15 carryover to cover the cost of equipment that was ordered in late FY 14, causing the charges to be incurred on the FY 15 budget inadvertently. This request was reviewed and approved by Vice President for Student Affairs & Enrollment Services Richard Walker.

6. Please list your 2015-2016 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs and Enrollment Services Strategic Initiatives and University of Houston Strategic Goals to which they relate. Larger units may wish to group responses by subprogram. Under each strategic initiative, please state the specific action steps (programs, activities, services, policies/procedures, etc.) that you intend to implement to accomplish your stated initiative.

Strategic Initiative 1: Increase the amount of original programming and quality of productions. (DSAES 1.4)

Action Steps

1. Put into effect a set of standards for students to use in order to meet quality expectations.
2. Provide valuable classes for members to incorporate their interests in the media industry.
3. Implement a tier system to bring the necessary motivation and competency to run a production.
4. Expand number of CoogTV branded shows, episodes and viewership (In the Game, @UH and Student Life)

Strategic Initiative 2: Fully transition into the new brand CoogTV (DSAES 1.4).

Action Steps

1. Create a fully functioning website for CoogTV providing On Demand content and information about the organization.
2. Create digital branding and promotions for the new brand.
3. Label all products of the organization CoogTV.
4. Change all social media to match the transitioned title.

Strategic Initiative 3: Increase overall awareness of the organization.

Action Steps

1. Establish one to two new events in which CoogTV productions will make an appearance for all UH students to consume.
2. Increase marketing for all CoogTV related productions, promotions and events.
3. Establish a Student Life based show to collaborate with all campus organizations.

7. What are the other possible sources of funding available to your unit and what efforts are being made to access them (e.g. grants, donations, etc.)? If you receive funds from other sources, please briefly describe the source, purpose, and duration of the funding and report the amounts received in the appropriate rows/columns on the SFAC Spreadsheet.

With the development of the advertisement department within the Center for Student Media, SVN is now accepting sponsorships for their events and offering bumpers and promotional videos on the channel.

8. Please describe any services that are similar to yours and/or any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.

No overlap exists.