CENTER FOR STUDENT MEDIA

Student Fees Advisory Committee (SFAC)
Presentation for FY 2018 - 2019

UNIVERSITY of HOUSTON
CENTER FOR STUDENT MEDIA

2015 External Review Feedback

- Involve students in the short-term and long-term planning process to help them visualize and implement the changes needed to reach the Center's goals of cooperation and synergy among the media units.
- Develop a comprehensive training program that is consistent across all of the media.
- Collaborate with the Valenti School of Communication, and their faculty members, who can serve as presenters in training sessions, as well as providing instruction in proper lighting, camera usage and video editing techniques.
- **Review business functions and operations to be able to provide professional staff access to professional development opportunities, and to ensure the financial viability of the Center for Student Media and the three Fee-Funded Student Organizations.**

Recommendations

- Review business functions and operations to be able to provide professional staff access to professional development opportunities, and to ensure the financial viability of the Center for Student Media and the three Fee-Funded Student Organizations.

Action Taken

- The CSM budget line has been established to support professional development for CSM staff; and SFAC has supported funding for student leaders from the three media student organizations to attend a national conference.
- Developed an MOU with Printing and Postal for publication distribution.
- Re-aligned the organization of CSM to improve the following challenges:
  - Identify a lead for all student training in CSM (student leaders, bi-weekly students, course-related projects, etc.).
  - Integrate the Center for Student Media with DSAES IT Services under a single Director to take advantage of efficiencies.
  - Moved non-revenue generating FT staff salaries to the SFAC cost center; Business staff, bi-weekly student staff and other department costs are now being paid by the Generated Income cost center.

Staff Integration Impacts on Budgets

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Revenue History

	FY 2013	FY 2014	FY 2015	FY 2016	FY2017
Local	$80,393.78	$106,663.25	$148,911.07	$168,220.25	$178,458.00
Campus	$191,492.56	$166,754.32	$137,776.30	$145,148.66	$108,088.97
National	$40,459.59	$32,073.48	$20,822.85	$36,600.97	$11,733.37
Classified	$21,482.52	$17,387.95	$10,791.07	$13,998.75	$1,560.00
Total	$333,828.45	$322,879.00	$318,301.29	$362,968.63	$299,840.34

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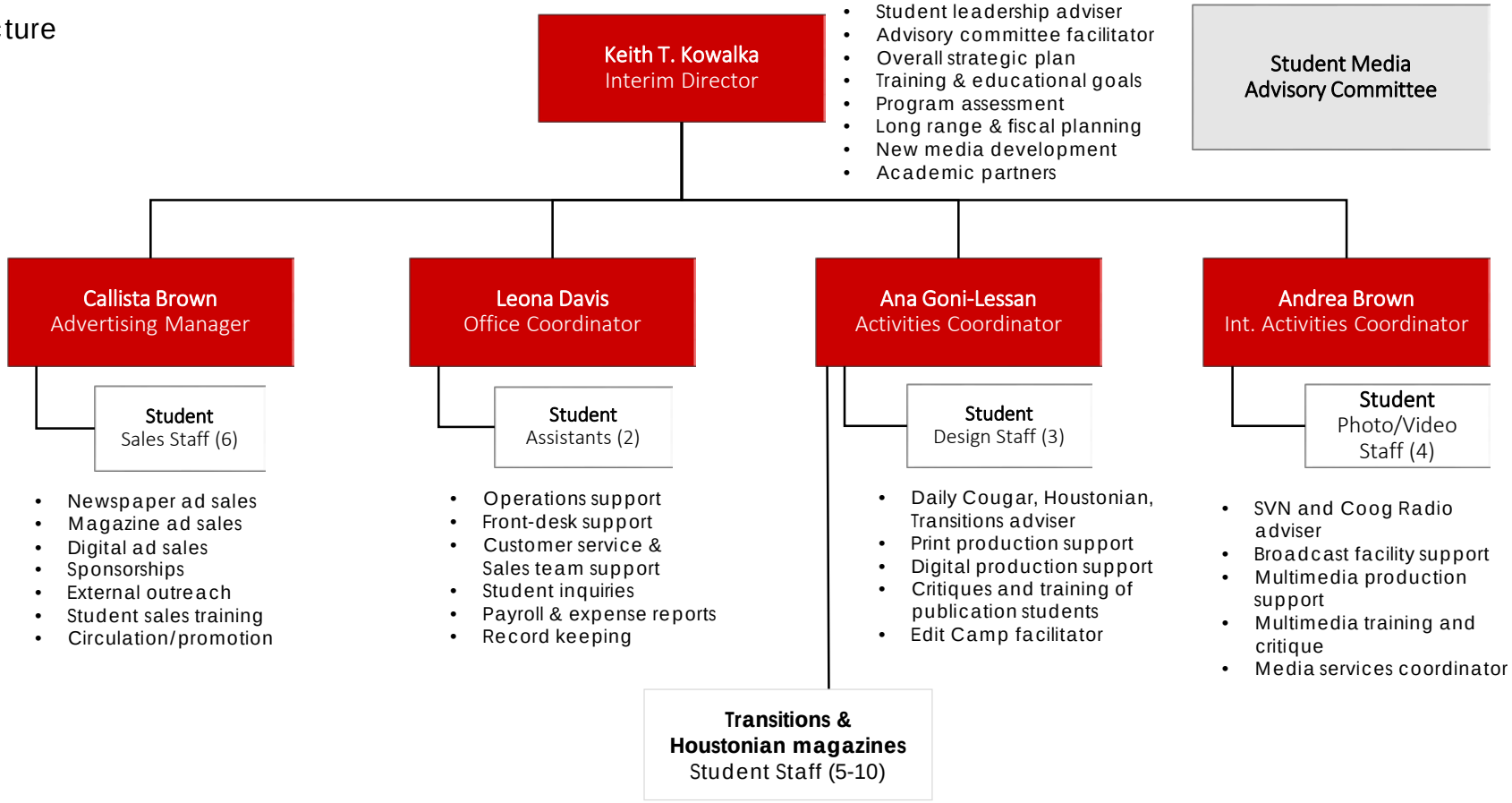
Previous Structure



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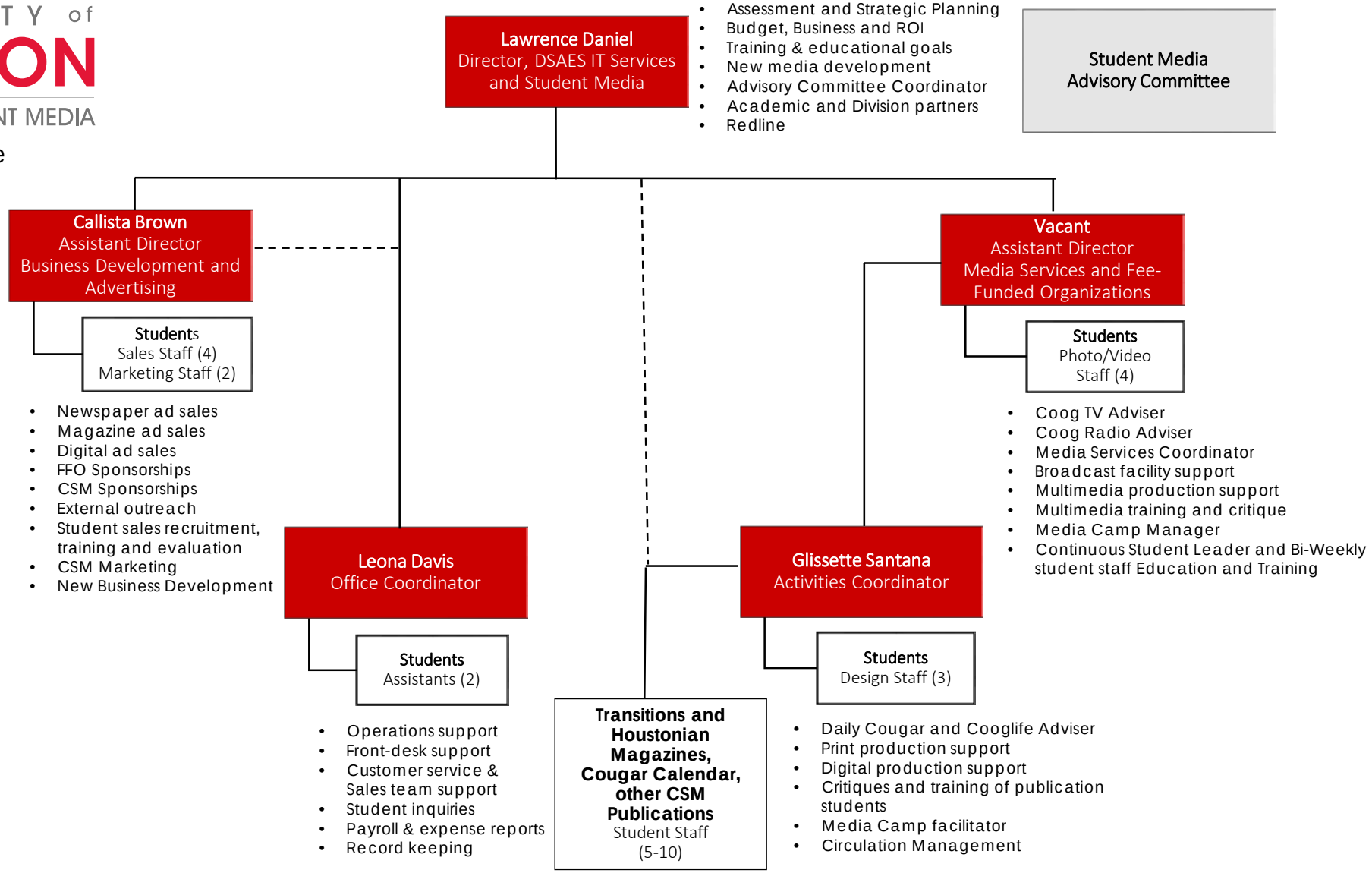
New Structure



Mission

Grounded in professional ethics and best practices, *the Center for Student Media supports and empowers student-driven expression, publishing and broadcasting.*

Vision

The Center for Student Media aspires to be a *cutting-edge multi-platform laboratory* that prepares collaborative, innovative and creative students for real-world leadership.

DSAES Strategic Initiatives

1. Create new opportunities for student success through learning, engagement and discovery.

5. Cultivate a collective identity that demonstrates a united vision.

6. Create and engage in strategic partnerships.

UH Strategic Initiatives

Supporting Student Success

Programming Activity

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- Sales Team
- Creative Team
- Media Services Team
- Transitions Magazine
- Houstonian Magazine
- Cougar Calendar
- Custom Publications
- Student Training
- Academic Partners

The Cougar

- Print Weekly
- Digital Daily (thedailycougar.com & email edition)
- Cooglife (monthly)
- Coog Deals
- Health, Career, Graduate School Guide and Faith

COOGTV

- CoogTV on Philo & CoogTV.com
- Student Film Festival
- Student-Run Shows
- Media services talent and crew
- Video workshops
- On-Demand Services

COOG RADIO.COM

- CoogRadio.com – 24/7 web streaming
- College Radio Day
- Live Performances
- DJ training/audio production
- Remote DJ at events

Points of Pride for FY17

- Through the sales of event sponsorships Coog Radio increased revenue stream by +320% from FY16.
  - Unique Listenership is up +334% (33,172) from FY16 (7,635)

- CoogTV increased revenue stream by +33%
  - Total video views are up +38.1% (65,342) from FY16 (47,321)

- UH Redline users increased by 45.2% (23,548) from FY 16 (16,213)
  - This has extended the reach to students about student media campus events and awareness.

Points of Pride for FY17

- The Cougar continues to be an award winning publication, winning several regional publication awards, including awards from the College Media Association (CMA) and the Associated College Press (ACP)

- Partnerships were developed with four (4) COMM courses, which now have direct tie to involvement in CSM.
  - During FY 17 two staff members taught classes at the Valenti School of Communication

Assessment Focused On Improving Experience

The Cougar Writer Training/Development:

- Select number of Cougar Weekly Issues were evaluated by industry professionals during FY17

The Results/Feedback will be used to generate training exercises in the following areas moving forward:

- Editorial Voice/Leadership
- Depth of Stories and Information
- Owning Public Service Responsibility

Assessment Focused On Student Development

Radio DJ Training/Development:

- A rubric was created and used internally to evaluate 6 Coog Radio shows throughout FY17.

The Results/Feedback will be used to generate training exercises in the following areas moving forward:

- Production/Timely Usage of Equipment
- Style and Content
- Technique

Assessment Focused On Improving Experience

CoogTV Program Development:

- During FY17 there were four training workshops for new producers and crew members. Each workshop included a follow-up session.

The Results/Feedback will be used to generate training exercises in the following areas moving forward:

- Show Production
- Equipment Usage
- Artistic Direction
- Editing Techniques

Unit Challenges

Modeling the Real World Experiences for Students

- The separation between print and broadcast media no longer exists
- Keeping up with the Media Industry as it continues to evolve in all forms

Student Training Timelines

- Matching training efforts to engage new students who join us at different times throughout the year

Revenue Generation

- Maintaining consistent and sustainable revenues in a changing market

What's Next for the Center for Student Media?

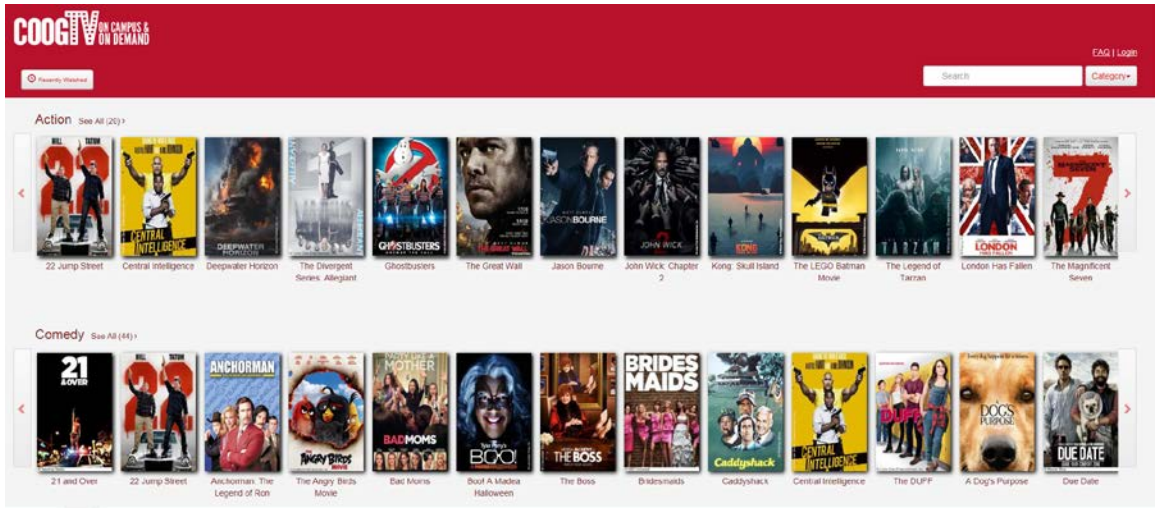
Student Training and Development

- Hire New Assistant Director
- Executive Leadership Orientation
- Create "Where are they now?" training series utilizing CSM Alumni
- Establish Advertising Sales Internship Program

What's Next for the Center for Student Media?

Revenue Development

- Launch Marketing Campaign for Media Services
- Expand Advertising opportunities to include On-Demand Services
- Expand Awareness of Advertising Opportunities with CSM
  - Target UH Departments, local and on-campus businesses

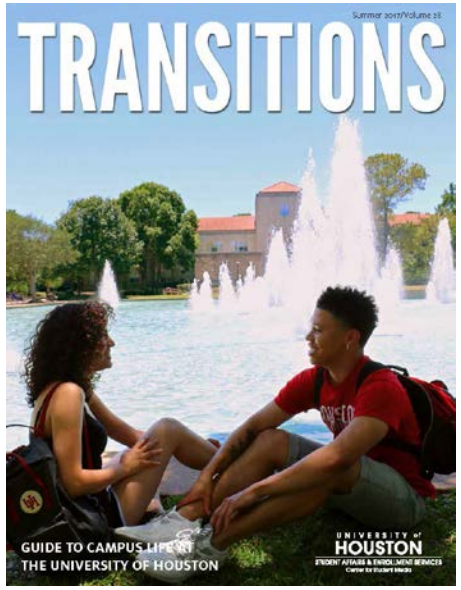
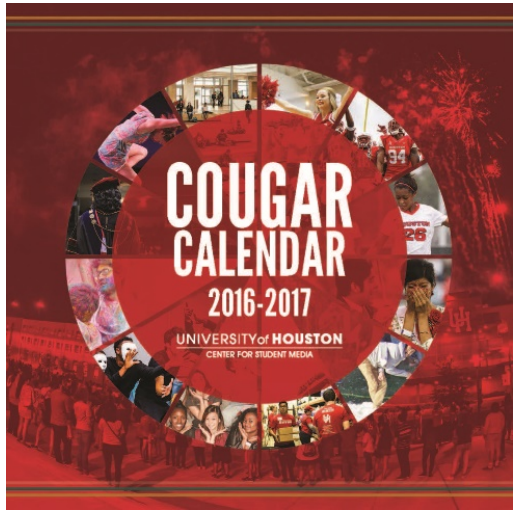
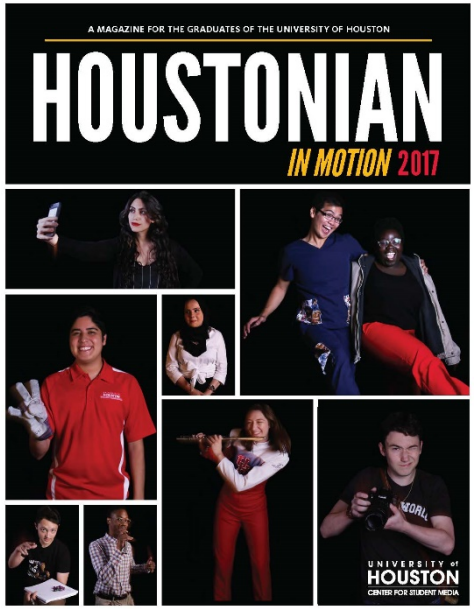


The Cougar

PRINT WEEKLY. DIGITAL DAILY

COOGTV

COOG RADIO.COM

Thank you

for your continued support!