



Center for Student Media
Division of Student Affairs

Dr. Lawrence Daniel
 Director
 DSA IT Services & Student Media

- Assessment and Strategic Planning
- Budget, Business and ROI
- Training & educational goals
- New media development
- Advisory Committee Coordinator
- Academic and Division partners

Student Media Advisory Committee

Campus Crowd, LLC.

Students
 Social Media Interns (3)
 Marketing Interns (5)

- Readership Assessment
- Event Support & Marketing
- External outreach
- Fall and Spring Marketing Plans
- Social Media Engagement
- Publication Distribution
- Assist with Circulation Management
- Newspaper ad sales
- Magazine ad sales
- Digital ad sales
- FFO Sponsorships
- CSM Sponsorships
- Student marketing internship, training and curriculum

LaShanon Hollis
 Administrative Coordinator

Students Assistants (4)

- Operations support
- Front-desk support
- Customer service & Sales team support
- Student inquiries
- Payroll & expense reports
- Record keeping
- Manage Student Publication Distribution Staff

Transitions and Houstonian Magazines, Coogliffe, other CSM Publications

Instructional Assistant CSM Publications & Operations

- Transitions and Houstonian Magazines, other CSM Publications
- Coogliffe Editor
- Assist with CSM operations
- Publication Distribution

Aleke' Stoddart
 Activities Coordinator

- The Cougar and Coogliffe Adviser
- Print production support
- Digital production support
- Critiques and training of publication students
- Media Camp facilitator
- Circulation Management
- CSM Marketing

Christopher Walker
 Assistant Director
 Media Services and Affiliated Organizations

Students Photo/Video Staff (2)

- Coog TV Adviser
- Coog Radio Adviser
- Media Services Coordinator
- Broadcast facility support
- Multimedia production support
- Multimedia training and critique
- Media Camp Manager
- Continuous Student Leader and Bi-Weekly student staff Education and Training