CoogTV

STUDENT FEES ADVISORY COMMITTEE (SFAC)
FY2018 PROGRAM QUESTIONNAIRE

CoogTV

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:

Our mission is to provide regular, qualitative content to the student body that is informative, educational, and entertaining, while developing students into student leaders. Additionally, we aim to provide students with the opportunity to create their own content while empowering them to do so. Beyond our mission, students use the organization to get involved and as a community to which they belong.
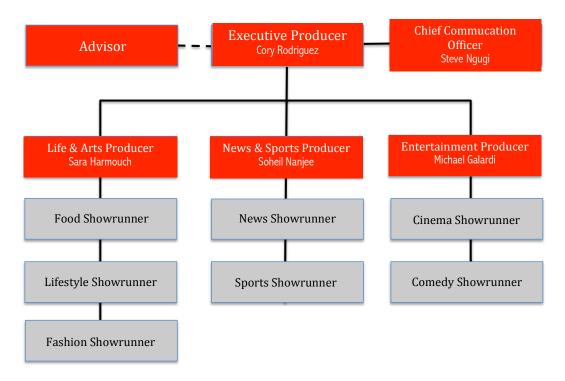
Approach:

To maximize frequency and quality of the content being made, each producer (News & Sports, Life & Arts, and Entertainment) works with students who wish to make content. Our members learn how to make their content improve qualitatively through hands-on experience with more knowledgeable and experienced members, such as the producers themselves. To further this effort, each producer is encouraged to host a class pertaining to an area of production, such as video editing, cinematography, and screenwriting. The Center for Student Media also hosts classes on journalism and other areas pertaining to media for the students. As one of the largest and most powerful avenues for students voices to be heard, CoogTV values that students know how to utilize the resources at their disposal. Without the proper training or resources, however, students are not able to articulate their voice. We empower students by having an appropriate amount of resources, which translates to equipment. Being able to accommodate diverse programming requires a wide array of equipment, training and resources.

Fee Justification:

Our content is not limited to students on campus, or even students for that matter. The programming is available and pertinent to students as much as UH faculty/staff. The fees essentially benefit the greater University rather than a select portion of the student body. Additionally those on the main campus have access to a library of movies unavailable at the library. Furthermore, our members gain real-world experience in project planning and execution, production management, public relations, team development, and studio operations. This experience puts them in a much better position to excel in their career and succeed after graduation.

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.

Advisor	Executive Producer Cory Rodriguez	Chief Commucation Officer Steve Ngugi

Life & Arts Producer Sara Harmouch	News & Sports Producer Soheil Nanjee	Entertainment Producer Michael Galardi
Food Showrunner	News Showrunner	Cinema Showrunner
Lifestyle Showrunner	Sports Showrunner	Comedy Showrunner
Fashion Showrunner		

3. List your unit's strategic initiatives and action steps identified for the 2015-2016 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.

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

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)

Comment:

- CoogTV developed a producer's handbook to assist all of our content creators in assuring that the quality standards remain high as the amount of content inceses. This has been successful because the increase in amount of and quality of content has enriched the student experience.
- CoogTV has hosted 10 workshops last year, and 4 so far this semester to help facilitate productions.
- The tier system allows for students to be assigned to productions and get involved while still learning.
- The quantiy of programming has increased with four new regular productions joining our existing roster of 6 programs.

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

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.

Comment:

- In Summer of 2015, CoogTV.com was launched. This site houses all of the CoogTV programming.

- Each show on CoogTV is asked to develop a marketing package that includes commercials and promo's to advertise each show.
- By using the name "CoogTV," students can easily associate the organization and its content with the University of Houston. This fosters a collective pride by using the coog identity.

Strategic Initiative 3: Increase overall awareness of the organization.

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.

Comment: CoogTV was proud to partner with the Valenti School of Communication for the Republican Candidate Debate night. CoogTV had reporters interviewing watch part particpants and this was being fed back to the Communication School where the entire broadcast was placed on the CoogTV Channel on Philo. Students all around campus could view our reports in real time. For the first time last year, CoogTV streamed the SGA Debats live on YouTube. Coog TV also has a partnership with the Valenti SchooL to live stream their "Big Talk" series this academic year. By putting the CoogTV brand in front of as many students as possible, awareness has definitely been increased. Students know that the organization is a resource in which they can learn, engage, and discover.

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 exists, 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 on set and broadcast views to monitor, both, the people creating the productions and the amount of viewership we receive.

Membership Roster
   ● Sep. 30, 2016: 178 registered members

Online Statistics

Facebook

Facebook (Sept '14)	Facebook (Sept. '15)	Facebook (Sept. '16)	Change
958 Likes	1,080 Likes	1,884 Likes	+804 Likes (+74.4%)

Twitter

Twitter (Sept '14)	Twitter (Sept '15)	Twitter (Sept '16)	Change
425 Followers	623 Followers	1381 Followers	+758 Followers (+121.7%)

YouTube Channel Viewership

YouTube (Sept '14)	YouTube (Sept '15)	YouTube (Sept '16)	Change
23,221	30,323	39,803	+9480 Views (31.3%)
	Avg Watch Time 2:04	Avg Watch Time 7:30	+5:26 (+275%)

Top Views (2014)
   ● SVN "Wedding Ringer" Interview - 7170
   ● "This is How We Game Day - 995
   ● ITG Special: Jherrod Stiggers Goes Pro – 901
   ● The Cage's Opening Week - 776

Top Views (2015)
   ● SVN "Wedding Ringer" Interview - 6,958
   ● SVN "Goosebumps" Interview - 6,874

Top Views (2016)
   ● President Renu Khator Interview - 2,576
   ● Pokemon GO Takeover - 2,203
   ● UH Valenti School Big Talk w/ Damon Young - 1,285
   ● Rohini Sethi Interview - 1,037

Facebook Videos Viewership – postings began summer of '16
- 2016 Total Views: 48,959

Top Facebook Video Views (2016)
- Campus Water Crisis - 5,900
- #MeetUH20 - 4,200
- Bid Day 2016 - 4,100
- UH O-Team - 3,600
- WoW Glow Party - 3,600

CoogTV.com
- 17,214 Total Visitors
- 11,553 Return Visitors – 67%

CoogTV on demand

In January, CoogTV on demand was launched. This is an additional service that we offer students, where they can watch movies on demand. This service has been popular and our viewership has shown a pretty steady increase as the platform gets more attention.

Jan	965
Feb	1,485
March	1,523
April	1,734
May	720
Total Views	**6,427**

Note: Emphasizing SVN member content resulted in more views for SVN shows. Coverage of campus events has yielded a much larger audience and more visability.

5. Please discuss any budget or organizational changes experienced since your last (FY2017) 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 FY2016 with a Fund 3 addition to Fund Equity, please describe the conditions which caused the addition.

Budgetary Changes:

SFAC granted SVN $9,540 for a photobooth. This has allowed other organizations at the University of Houston to utilize this as a resource at a cost savings during programming.

Coog TV will work closely with the Center for Student Media's advertising manager in order to identify new sponsorship opportunities.

Organizational Changes: The name SVN has been changed to CoogTV. The reasoning behind this decision is to better foster the identity of coogs and to more accurately depict our identity as an organization.

6. Please list your 2017-2018 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.

DSAES Plan: (http://www.uh.edu/dsaes/about/strategic_plan.html)
UH Goals: (http://www.uh.edu/president/vision-priorities/)

Strategic Initiative One: Act as a source of information and entertainment to the general body of students.
1. Increase engagement on Facebook posts/content related to the University of Houston by +20% from Aug 31 2016 - Aug 31 2017.
2. Work with other departments such as the school of theatre and especially the Valenti School of Communication to increase entertainment value.
3. Include information relevant and useful to students in CoogTV videos.

DSAES Initiative: Actualize and leverage the fiscal, human, technological, and facility resources that enhance the student experience.
UH Goal: Community Advancement

Strategic Initiative Two: Equip students with the skills to succeed in the workforce.
1. Provide workshops: Multi-Camera, DSLR/cinematography, Story-building, interviewing, editing/post-production.
2. Provide "production simulations": students work together in groups to produce a piece of content as an educational exercise in the different positions and aspects of studio and field production.
3. Offer varying opportunities to work with local media outlets (PBS) and special events with the university.
4. Partnership with local highschool (Yates) to help introduce students to opportunities available in college.

DSAES Initiative: Create new opportunities for student success through learning, engagement and discovery.
UH Goal: Student Success

Strategic Initiative Three: Increase student engagement with the University of Houston through content.
1. Utilize the UH Events Calendar and other fee funded units to plan spotlight coverage.
2. Partner with other organizations (SPB, Coog Radio) to cover events such as the Valenti Tailgate, Mr.UH, FrontierFiesta, and Homecoming.

DSAES Initiative: Cultivate a collective identity that demonstrates a united vision.
UH Goal: Student Success

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 continuing development of the advertisement department within the Center for Student Media, CoogTV continues to accept sponsorships for our events and offers bumpers and promotional videos on the channel and within the content. Coog TV will be working closely with the Center for Student Media's advertising manager to help identify and develop other sponsorship opportunities.

In addition, Media Services has provided students with the opportunity to work on video projects within the University.

Our photo booth has been very successful providing us both promotional opportunities and a revenue stream. SVN has yielded $2,862.00 from photobooth revenue last year while saving organizations and departments money.

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.

There are no similar services to ours.