CoogTV

STUDENT FEES ADVISORY COMMITTEE (SFAC)
FY2019 PROGRAM QUESTIONNAIRE

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.
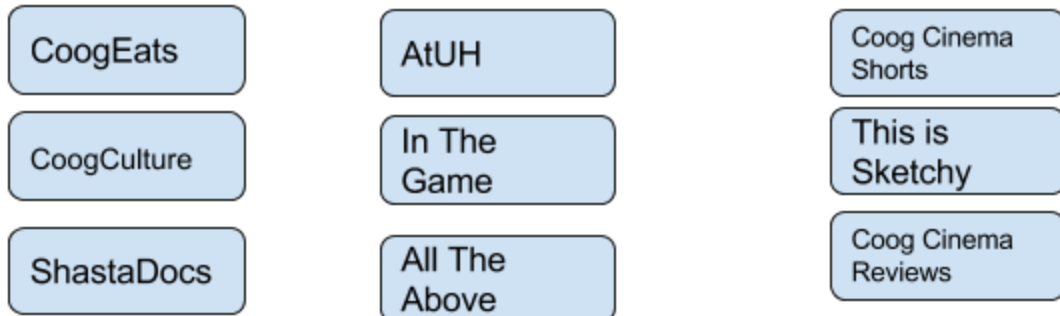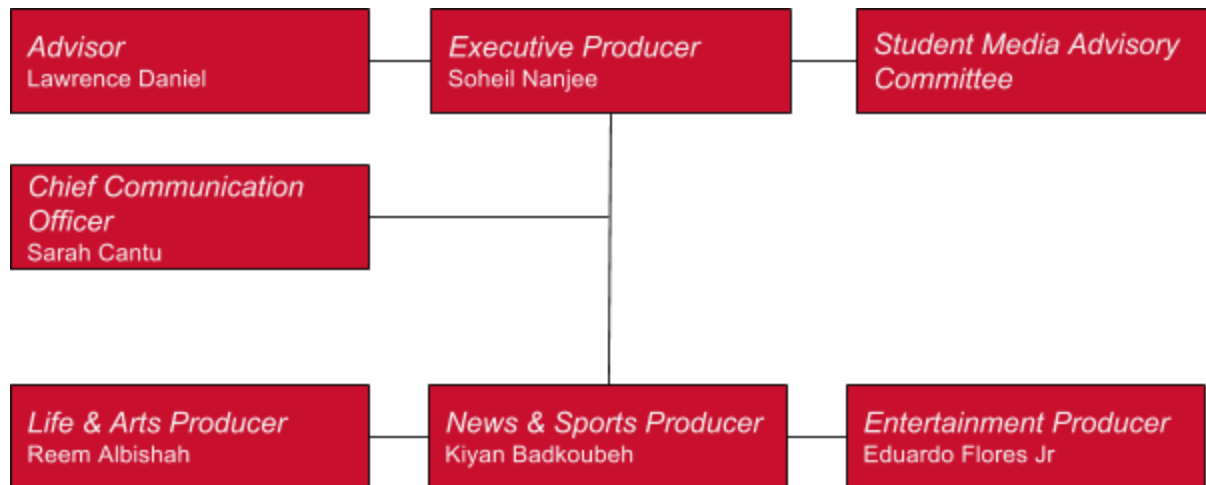
Approach:

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.

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 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 Lawrence Daniel	*Executive Producer* Soheil Nanjee	*Student Media Advisory Committee*
Chief Communication Officer Sarah Cantu		
Life & Arts Producer Reem Albishah	*News & Sports Producer* Kiyan Badkoubeh	*Entertainment Producer* Eduardo Flores Jr

CoogEats	AtUH	Coog Cinema Shorts
CoogCulture	In The Game	This is Sketchy
ShastaDocs	All The Above	Coog Cinema Reviews

3. List your unit's strategic initiatives and action steps identified for the 2016-2017 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: 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

Comment: This has been successful because the increase in facebook views has gone up 819% from 39.6k views to 271.7k views on Facebook. Collaboration with the Valenti School of Communication has increased with constant involvement of students and staff members on events. Collaboration with School of Theatre in set creation as well as allowing students from the theater school to be apart of constant acting and production opportunities.

Strategic Initiative 2: 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.

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

Comment: This initiative has been successful by providing constant production trainings and opportunities to create a production portfolio. This is also an initiative that will continue as our goal is lead all our members into the workforce once they graduate.

<u>Strategic</u> <u>Initiative</u> <u>3:</u> 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, Frontier Fiesta, and Homecoming.

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

> <u>Comment:</u> Student engagement has definitely increased with weekly coverage videos of campus events as well constant collaborations with other organizations such as the SGA live stream that reached over 23,000 students alumni and staff.

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
CoogTV 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
● October 9th,2017 : 160 registered members

Online Statistics (Organic)
● Facebook: 1,884 Likes (Sep. 30, 2016)
● Facebook: 3,081 Likes (Sep. 30, 2017) *+1,197 Likes*
● Twitter: 1,380 Followers (Sep. 30, 2016)
● Twitter: 1,680 Followers (Sep. 30, 2017) *+300 Followers*
● CoogTV.com

Facebook Page Viewership (Organic)
2016 Total Views: 39,600 Views   2017 Total Views: 271,700 Views
2016 Minutes: 1,900 minutes watched   2017 Minutes: 156,800 Minutes watched

YouTube Channel Viewership (Organic)
2016 Total Views: 39,803   2017 Total Views: 40,810 Views

Top Views (2016):
● What UH Students think about Chinese Star Closing? 43,709 Views
● University of Houston Water Crisis - 6,192 Views

Top Views (2017):
● New Football Student Ticket Procedure - 12,895
● Hurricane Harvey Live Coverage (Live) - 7,745 views
● SGA Presidential Debate 2017 (Live) - 7,443 views
● UH Student Center Chick-Fil-A Serving Breakfast - 7,604

5. Please discuss any budget or organizational changes experienced since your last (FY2018) 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.

Budgetary Changes: SFAC granted CoogTV 2,500 to attend (conference name). This has allowed the executive leadership at CoogTV the opportunity to network with other professionals and university leaders on how to continue to grow the CoogTV station.

Organizational Changes: No changes have been made.

6. If your unit concluded FY2017 with a Student Service Fee (SSF) Fund 3 addition to the SSF Reserve in excess of $5,000, please describe the conditions which caused the addition and provide a line-item identification of the budgetary source(s) of the addition (i.e. lapsed salary, conference travel, etc.).

CoogTV did not.

7. 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 +30% from Aug 31 2017 - Aug 31 2018.
2. Continue collaborating with Valenti School of Communication
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, Live 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.

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. Continue providing a source of a voice for student opinion and creation
2. Continue partnerships set with other fee funded organization and RSO's on future events around campus.

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

8. Recognizing that the potential to generate additional Student Service Fee income for FY2019 base funding is extremely limited and recognizing that it is likely that some units will not be allocated the FY2019 base budget augmentations and/or one-time funds requested. Please provide a narrative of how your unit would accommodate a reduction of 5% in your total approved FY2018 base Student Service Fee budget and provide a line-item explanation of where budgetary cuts would be made.

If CoogTV's budget were cut by 5% our unit would accommodate by cutting from our Program's/Events Expense line. This would affect our ability to host our CoogTV events and would affect our ability to continue growing as an organization of over 160 members providing a tier one experience for all UH students wanting to pursue a media field as a career or as a hobby as well as producing top quality content for the University and its students.

9. 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.

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

10. 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.

CoogTV offers a unique service where it allows students at the University of Houston a place to come develop their skills in media from live reporting to having a vision in your head for a movie come to life. It gives students the tools to be successful both in and out of the classroom while preparing its members to for their careers after college. There is no other service like CoogTV on campus.