



Coog Radio SFAC Presentation FY 19



Our Mission

Coog Radio's mission is to provide an outlet for innovative individuals who are passionate about radio and audio production and want to enhance the community at UH.

UH DSAES Strategic role

Student Success (SS)

Champion exceptional opportunities and services to support all UH students.

Action steps:

SS1. Engage all students to intentionally **develop** leadership qualities, critical thinking and communication skills, diversity competencies, and personal growth.

SS2. Expand **diverse experiences** on exploration and education while identifying and meeting the needs of our student population through supportive, inclusive environments.

SS3. Foster the **holistic well-being** of all students through coordinated, intentional services and processes.

SS4. Enhance **assessment of student success** by defining measures at the departmental and divisional level with focus on the impact of our programs and services.

SS5. Enrich the sense of **connection, belonging, and shared UH identity** among all students.

UH DSAES Strategic role

Division Cohesion (DC)

Create and foster a cohesive division identity, culture, and community.

Action Steps:

DC1. Implement **staff communication** strategies that promotes a mutual understanding of who we are and what we do.

DC2. Strengthen **staff connections** within the division, both professionally and personally.

DC3. Invest in **staff success** through professional development, recognition, and opportunities for broader participation throughout the division.

DC4. Foster **collaborative divisional processes** focused on common goals.

DC5. Promote and create initiatives that support a healthy **work/life balance** while contributing to division success.

UH DSAES Strategic role

Resources (R)

Evaluate, actively pursue, and leverage resources to enhance the UH experience.

Action steps:

R1. Evaluate resources to **identify opportunities** for efficiency, improvement, and transformation.

R2. Pursue and **develop resources** to address identified gaps and needs.

R3. Leverage and adapt resources in innovative ways to increase **effective utilization**.

UH DSAES Strategic role

Partnerships (P)

Forge and strengthen partnerships to expand our reach into the university and greater community.

Action Steps:

P1. Educate and empower **campus partners** to be our advocates.

P2. Enhance students' educational experience by expanding partnerships with **academic affairs**.

P3. Create opportunities for our students by developing initiatives that support our **neighboring communities**.

P4. Expand **strategic partnerships** with K-12 schools and other post-secondary institutions.

P5. Promote **alumni** engagement and support for division initiatives in cooperation with Advancement.

P6. Raise the profile of the division through **regional, national, and international** involvement.

Accomplishments - Student Placement

We have established a system that better involves students with CoogRadio's endeavors and activities:

- Engineers
- DJs
- Producers
- Bloggers
- Marketing Team
- Radio Show Hosts

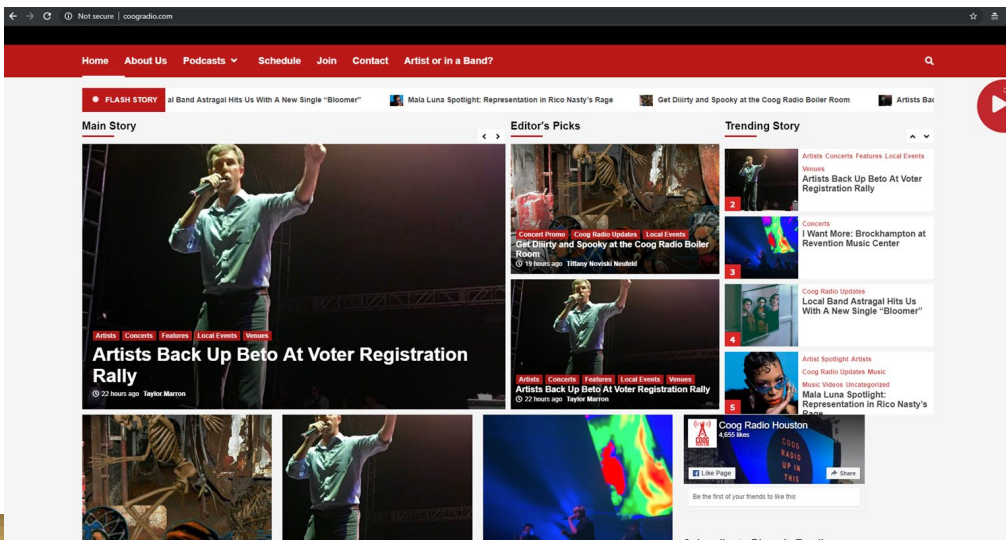


Accomplishments - Web Team

Through the Center of Student Media, the Web Director is utilizing funding to benefit the radio station and student body in ways that are congruent with the Division of Student Affairs and Enrollment Services (DSAES) Strategic Initiatives and University of Houston Strategic Goals in the following ways:

Website Redesign

- www.coogradio.com has a new design that is more user friendly and aesthetically pleasing, which benefits the radio station by encouraging website traffic and loyal viewers.
- The new design features a more user friendly schedule that provides descriptions for the radio shows and DJs. Show hosts and DJs are encouraged to send in updated show information and themes along with biographies and photos that allow them to better promote their show. The increased shareability provides a better online presence for the shows that increases marketability for the student body by creating a better portfolio for future employers. Further, it increases the radio station's web presence as a whole that would allow the station to enter CMA contests and become an authority in student media.



- The website design features plugins that connects the Facebook and Twitter accounts to promote the traffic to social media accounts, which benefits the radio station and student body by increasing visibility as an organization.
- As a part of the website redesign, we have employed the use of the Yoast plugin, which increases SEO. Since September 21st our website traffic has increased approximately 37%. On some artists we are the first result within Google.

Website Traffic

Month	2018	2017
Sep	6618	6422
Oct	2600**	6999
Nov		5084
Dec		3711
Jan	3949	6049
Feb	4595	5632
Mar	6073	6274
Apr	6657	5508
May	4081	4154
Jun	3549	4223
Jul	3494	4732
Aug	4181	5131
Sep	6618	6422
	45,831**	63,919

**Month has not concluded

Accomplishments - Web Team

Through the Center of Student Media, the Web Director is utilizing funding to benefit the radio station and student body in ways that are congruent with the Division of Student Affairs and Enrollment Services (DSAES) Strategic Initiatives and University of Houston Strategic Goals in the following ways:

Section Editors

- Three different section editors for Spotlights, Reviews, and Features/Editorials
 - Section Editors manage the review of submissions and the editing of those that are accepted within their section.
 - When contributors submit their material, the material will be assigned to the Section Editor by the Web Director to review and ensure that it meets their expectations. If additional work is necessary, Section Editors discuss the changes with contributors and set deadlines for rewrites.
 - Section Editor should endeavor to be a leader in the specific section to which they are assigned as it helps the development, relevance, presence and standing within the college media community.
- The implementation of Section Editors promotes and curates leadership skills that improves future employability and success within the student body while improving the efficiency of the Web Team

Consistent Communication

- Our team communicates through GroupMe. There is regularly scheduled, consistent communication on Mondays, Wednesdays and Fridays where updates, deadlines, and acknowledgments of accomplishments are discussed.
- Regular meetings are held biweekly
- This consistent communication has led to consistent publications and encouraged activity within the team. **More specifically, we currently have approximately 28 active members. We have published every day Monday through Friday since September 24th. In a span of 7 days 12 different writers have published and 2 different photographers have contributed content.**
- The increased production as a result of the consistent communication benefits the radio station by increasing website presence as well as becoming an authority on music news. The student body benefits by achieving visibility with future employers while improving their skills.



Accomplishment- Engineering Team Expansion

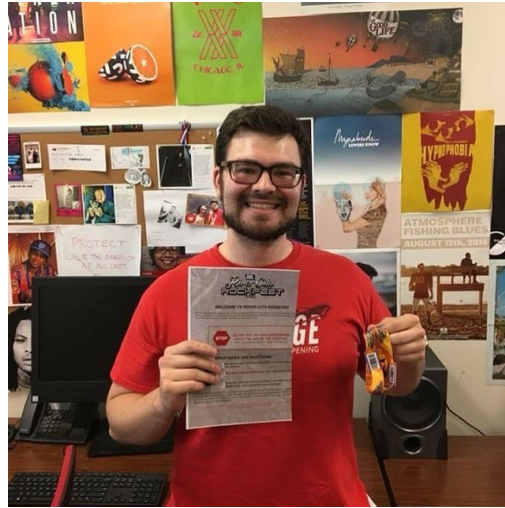


- The size of the engineering team has jumped from 4 to 25 active members.
- Due to the increase in size the engineering team is able to handle more events and better serve the station as a whole.
- By giving the Head Engineer position we are able to have a more qualified person who is able to spend more time working with the organization.
- Continued maintenance and care of equipment means that the efficiency of the station is improved.
- Repurposing of old equipment and implementation of new equipment has promoted both usefulness of training to new members as well as usefulness of service to other organizations.

Accomplishment- Engineering Team Expansion

- As a result of increased membership, the engineering team has divided duties into three separate sub-groups.
- Broadcast Studio Group-
 - Trains incoming DJs on the broadcasting equipment
 - Maintains studio and ensures that it operates at all times
- Recording Studio Group-
 - Handles the recording and editing process of podcast, in- studio band performances, as well as on air “jingles”
 - Maintains recording studio equipment
- Live Event Group-
 - Sets up and ensures a pleasant experience of live events for Coog Radio and other organizations that we service eg. Red Block Bash, Aloha Coffee House, Boiler Rooms, DJ Services

Accomplishments - Marketing / Promotions



- The size of the marketing team has increased its activity with more people being involved and participating through our Street and Social Media teams
- Our increased activity has allowed us to build better relationships with music promoters like Scoremoreshow and Live Nation
- Having a Promotions Director allows us to delegate roles and set up specific teams in order to be more efficient in our operations

Accomplishments - Marketing / Promotions



- Our Social Media Team keeps our followers involved and updated with news, giveaways and the like in a consistently prompt manner on various social media platforms. We're responsive and people acknowledge us favorably.
- Our Street Team distributes and creates awareness for events and promotions from businesses and individuals who voluntarily come up to us. We establish good relationships as a result.
- As a result of everything thus far, businesses are keen to work with us ,we have a good relationship with the local music community and are able to expand further out than in the past.

Current Progress

New festival relationships (Mala Luna, Freaky Deaky, Astroworld)

Continued Progress on Website (more traffic, involvement, new format)

Radio FX (increased listenership and another outlet for people to listen to)

Better Programming (better variety of shows, consistent attendance and teaching how to use the equipment/programs)

More active members, Podcasts (student services)

Return on Investment

- Enhances Student Life
 - Provides 100+ hours of programming per week
 - Brings in local acts for performances
 - Teach students real life industry skills that can be use to help in class, work, and personal life
- Provide an environment conducive to education and enrichment, as a student and improve as a professional
- Lower cost per student than comparable stations.

Thank you!

Q+A