







Student Fees Advisory Committee Presentation FY 2020

Our mission

- A news organization and public forum for the community
- A learning laboratory
- An outlet for learning, engagement and discovery — for readers and members



Our initiatives

DSAES Student Success Initiative (SS1): Engage all students to intentionally **develop** leadership qualities, critical thinking and communication skills, diversity competencies, and personal growth.

- We are a learning laboratory
 - Communications students can apply skills from class
 - Anyone interested in media can learn basics & jump in
 - Students graduate ready for internships, jobs

Our initiatives

DSAES Student Success Initiative (SS2): Expand **diverse experiences** on exploration and education while identifying and meeting the needs of our student population through supportive, inclusive environments.

- All kinds of reporters at The Cougar tell all kinds of stories
 - A blinded student gets a second chance at life
 - Gentrification of the Third Ward
 - Social Media Spotlights on a variety of topics
 - International student athletes
 - Harvey's impact on students, professors

Our initiatives

DSAES Partnerships Initiative (P1): Educate and empower **campus partners** to be our advocates.

- Ongoing collaborations with CSM, CoogTV, Coog Radio
- Guide campus political engagement with partnerships
 - SGA election debates
 - Constitution Day with CSI

Our Initiatives

DSAES Resources Initiative (R3): Leverage and adapt resources in innovative ways to increase **effective utilization**.

- Social media and multimedia are the future of journalism
 - Using Twitter & other social media to identify what our audience's interests
 - Use multimedia to improve quality of work and student engagement

A multi-platform news organization

- In 2017-18, thedailycougar.com received:
 nearly <u>550,000</u> page views
- We have more than: <u>21,000</u> social media followers
 - This represents a 6% growth in our social media audience from 2016-17.
- Daily email edition: <u>4,265</u> subscribers



We're still daily

- Subscriptions have increased by 1.5%.
- Email edition delivers original content daily.
- Connects readers to both print and digital stories.



Social Media Expansion

- Making @thedailycougar an essential news source
 - Use social media for coverage that doesn't warrant a whole article.
 - Promote audience engagement to ensure our stories best align with their interests.
 - "Everything you need to know to start your day."
- Social Media Successes
 - -9% growth in Twitter followership
 - -6% growth in social media audience

326 × 90 Print Weekly



An award-winning news organization

Associated Collegiate Press

2018 Pacemaker Finalist
2017 2nd Place Opinion Story of the Year
2016 Pacemaker Winner
2011 Online Pacemaker Winner

Additionally, The Cougar has received numerous awards from Society for Professional Journalists and the Texas Intercollegiate Press Association as recently as 2017.

As a result of our coverage during Hurricane Harvey, two of our executive editors were invited to present at the 2017 ACP Fall Conference.



treaking news online
 thedailycouga.com
 Are you watching?
 coogtv.com
 Tune in to student-run radio
 coogradio.com
 un.edu/csm





Challenges

- Changing readership habits.
- Difficulty with adapting staff to a digital mindset.
- Increasing quality throughout the organization.
- Increasing training to accommodate a younger staff.



Needs

- More digital promotion
 - Our students live on social media
- More print and digital readers
 - Without readers, we are nothing
 - More readers = more advertising \$\$
 - Requires interesting, timely content
- More content and better-quality content

Features Editor FY 20 One-Time Request

- **\$4,055** for 12-month position to bring more and better news coverage
- The features editor functions as second news editor, allowing for better daily coverage
- Current news editor would transition to campus editor

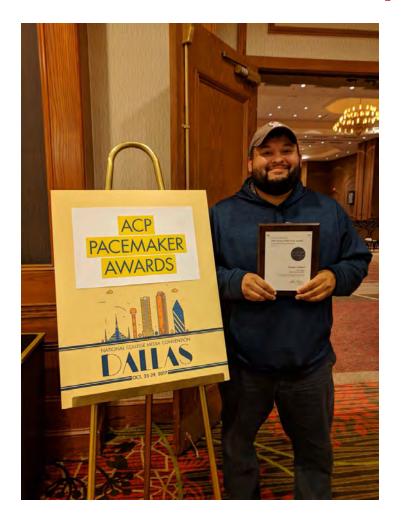


Conference Travel FY 19 One-Time Request



- \$6,536.25 for <u>5 board members</u> to attend the Spring College Media Association national convention in <u>New York City, NY</u>
- Singular opportunity to network with college journalists & bring fresh ideas back to UH

Conference Travel FY 20 One-Time Request



- \$6,536.25 for <u>5 board members</u> to attend the Fall College Media Association national convention in <u>Washington, D.C.</u>
- Singular opportunity to network with college journalists & bring fresh ideas back to UH

