

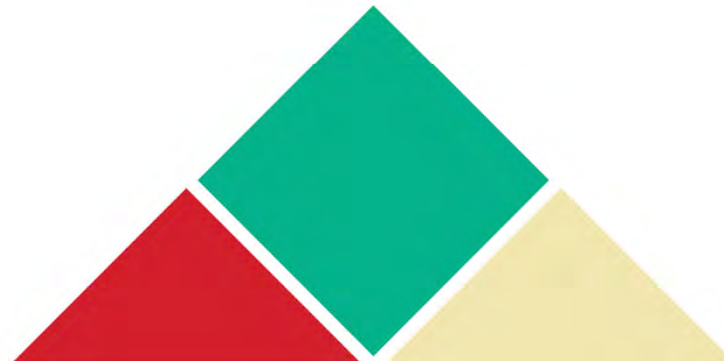
Student Fees Advisory Committee (SFAC)



UNIVERSITY of  
**HOUSTON**  
CENTER FOR STUDENT MEDIA

## CENTER FOR STUDENT MEDIA

Presentation for FY 2019 – 2020  
October 29, 2018



A photograph of two young women in a hallway. The woman on the left is wearing a teal t-shirt with a colorful graphic and is smiling. The woman on the right is wearing a dark blue t-shirt and is holding a newspaper titled "The Cougar". In the background, a person is holding up a smartphone to take a picture. The scene is brightly lit, likely from overhead fluorescent lights.

## Mission

Grounded in professional ethics and best practices, the Center for Student Media supports and empowers student-driven expression, publishing and broadcasting.

## Vision

*The Center for Student Media* aspires to be a cutting-edge multi-platform laboratory that prepares collaborative, innovative and creative students for real-world leadership.

# DSAES Strategic Initiatives

## Student Success (SS)

Champion exceptional opportunities and services to support all UH students.

## Division Cohesion (DC)

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

## Resources (R)

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

## Partnerships (P)

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



# Programming Functions

UNIVERSITY of  
**HOUSTON**  
CENTER FOR STUDENT MEDIA

Sales Team

Creative Team

Media Services Team

Student Training

Academic Partners

Houstonian Magazine

Transitions Magazine

Cougar Calendar

The  
**Cougar**

Print Weekly

Digital Daily  
(thedailycougar.com &  
email edition)

Cooglife (monthly)

Coog Deals

Health, Graduate School,  
Career, and Faith Guides

**COOGTV**

CoogTV on Philo &  
CoogTV.com

Student-Run Shows

Media services talent  
and crew

Video workshops

On-Demand Services

 **COOG**  
RADIO.COM

CoogRadio.com – 24/7  
web streaming

Student - Run Radio  
Shows

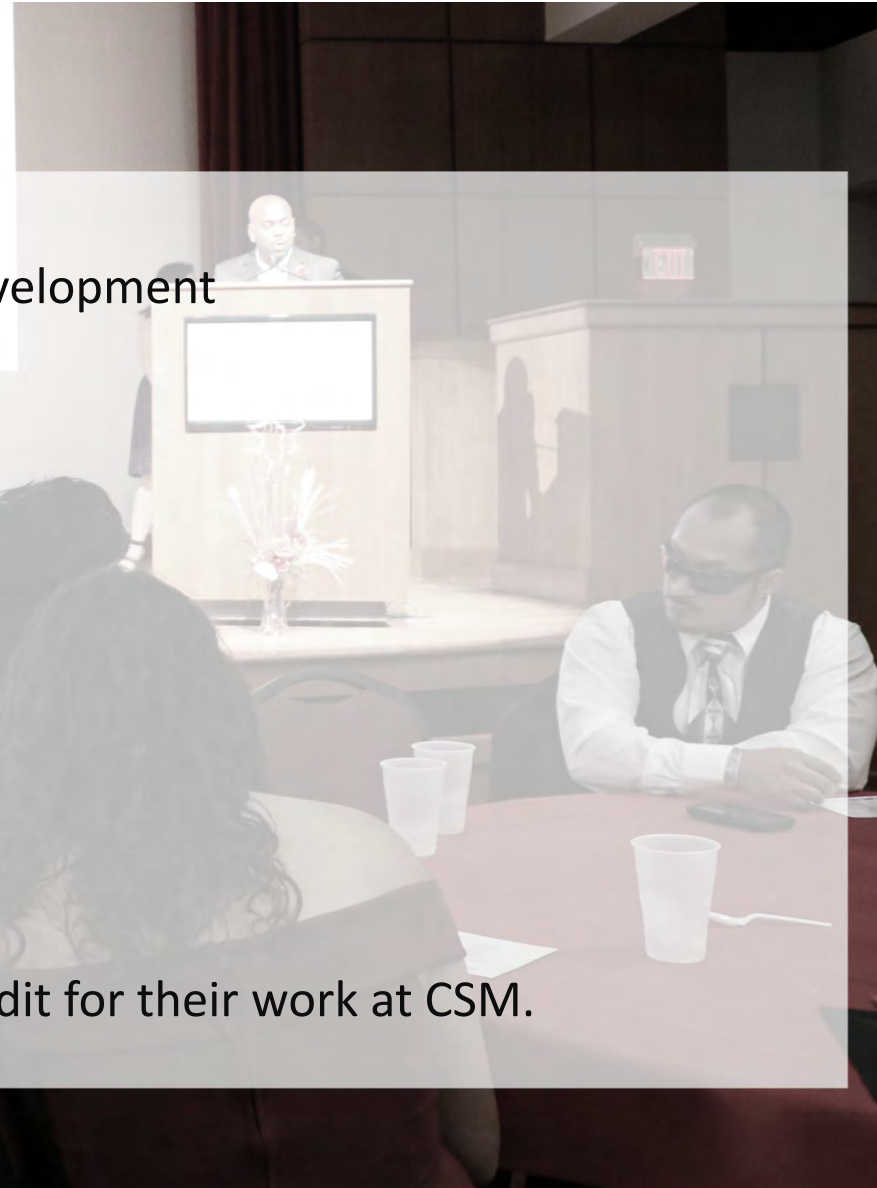
Music & Entertainment  
Bloggers

DJ training/audio  
production

Remote DJ at events

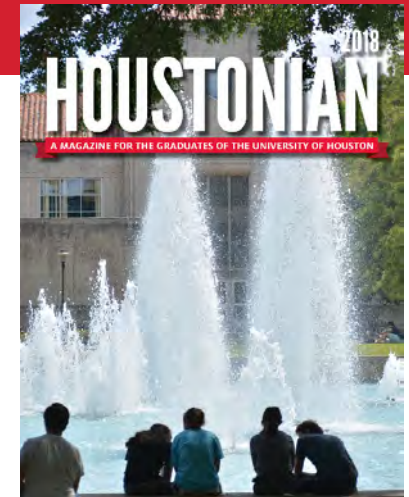
# CSM Programming Functions

- **Sales Team**
  - Advertising sales, sponsorships. and business development
- **Creative Team (Graphic Design and Operations)**
  - Publication Production & Distribution
- **Media Services Team**
  - Photography and Videography Services
- **Student Training**
  - Workshops & Trainings
- **Academic Partners**
  - The Valenti School of Communications
  - Provide opportunities for students to receive credit for their work at CSM.



# Houstonian Magazine

is a commemorative magazine highlighting the year's major campus events and trends from the student perspective.



# Transitions Magazine

Is a by-the-students, for-the-students insider's guide to UH, Transitions is distributed at New Student Orientation every summer.



# Cougar Calendar

Aims at helping UH students plan their academic year with key dates, traditions and info about university services.





# Coog Deals

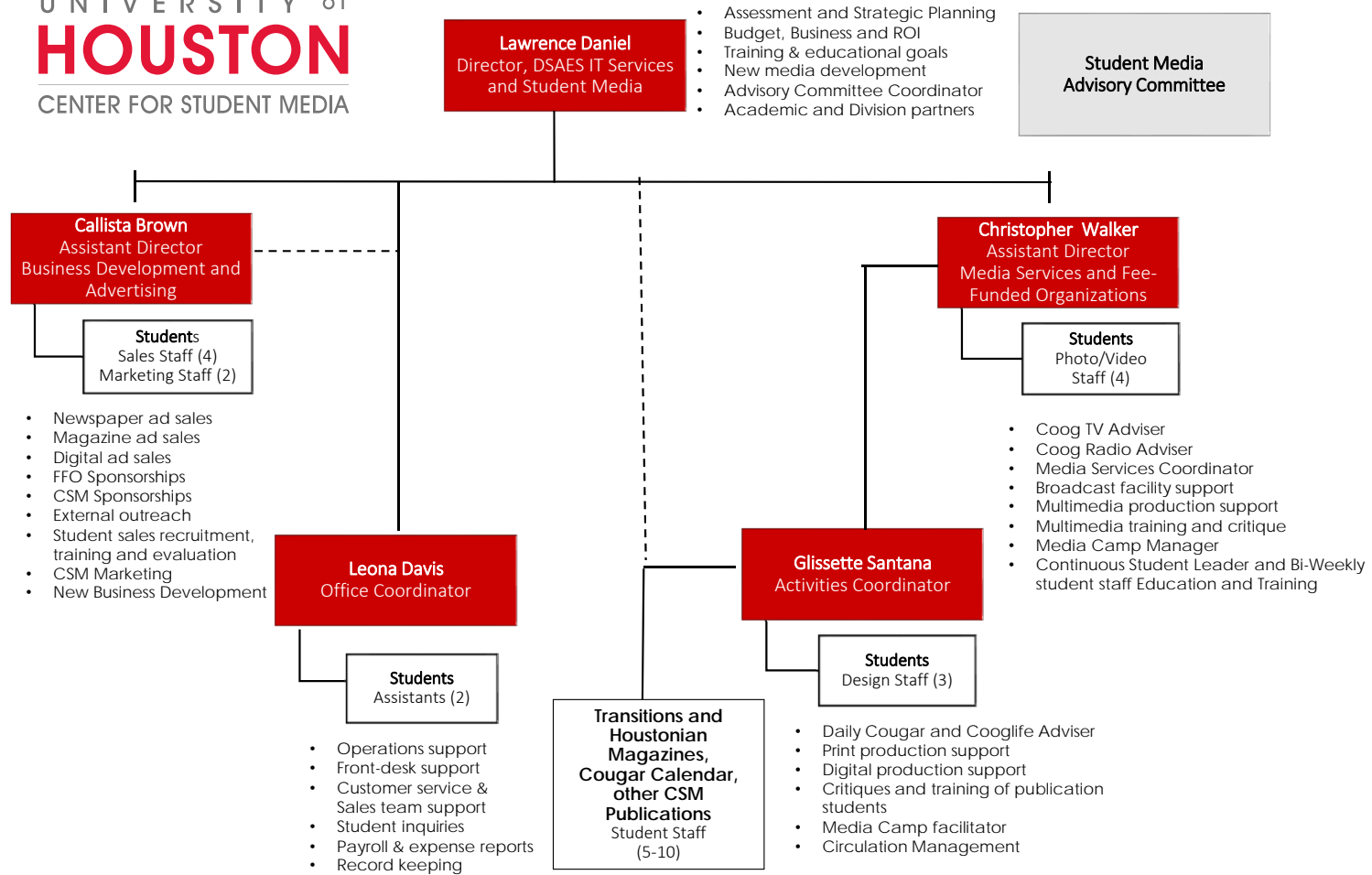
An information and coupon magazine that promote campus and neighboring community business discounts.





## Student Media Advisory Committee (SMAC)

Advising arm for CSM and the media organizations.  
Appoints the top student leaders of each media organization.



# Staff Support – Operations, Ad Sales & Business Development



**Leona Davis**

**Office Coordinator**

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



**Callista Brown**

**Assistant Director, Business Development & Advertising**

- Newspaper ad sales
- Magazine ad sales
- Digital ad sales
- FFO Sponsorships
- CSM Sponsorships
- External outreach
- Student sales recruitment, training and evaluation
- CSM Marketing
- New Business Development

# Staff Support – Advising, Production & Training



**Glissette Santana**

**Activities Coordinator**

- Daily Cougar and Cooglife Adviser
- Print production support
- Digital production support
- Critiques and training of publication students
- Media Camp facilitator
- Circulation Management



**Chris Walker**

**Assistant Director, Media Services & Fee Funded Organization**

- 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



## Points of Pride

Increase in requests for photography  
and videography

**\$9,309.00**

**(\$7,959.00 - March - August)**

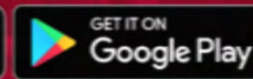
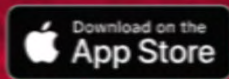


# UH GO

UH Go is the official mobile app for the University of Houston. Here, you will find all the services from the convenience of your mobile device.

UH Go allows you to:

- Find your way around campus
- Find an event on campus
- Follow UH Athletic teams
- Find out what's being served in the dining commons
- Receive notifications, alerts and news updates
- And more



We are always looking for ways to improve your experience and appreciate your feedback.

Student Media

Listen to COOG Radio

Cross country completes conference championships

THE COUGAR

Upcoming Halloween Festivities, Beto O'Rourke Town Hall, & More!

In this week's newscast we cover everything from the upcoming Beto O'Rourke town hall on campus and how YOU can get tickets, next we...

COOGTV

UH GO launched in August and features a Student Media portal that links to the Daily Cougar, CoogTV, and Coog Radio

- Office of the
- Parking
- Sexual Misc
- Awareness
- Texas Veter
- Tuition & Fe
- UH System

# Points of Pride

83.3%

# 4-year Graduation Rate





# Points of Pride

## 19

Trainings &  
Professional  
Development  
Opportunities



## Points of Pride

### **Updated Media Camp (launched Spring 2018)**

#### Media Camp - Summer I (May)

- Focus: Week-long orientation & training on roles and responsibilities of positions within organization.

#### Media Camp - Summer II (July)

- Focus: Introduction to Campus Partners, Role of CSM, Office Etiquette, and Collaborative Team Building Activities

#### Media Camp – Spring (January)

- Focus: Leadership Development, Diversity Training, and review of fall (Areas for Improvement)



# Trainings & Workshops offered by CSM (FY 18)

- Journalism 101
- Investigative journalism
- Twitter for Journalists
- Photojournalism 101
- Advanced WordPress Training
- Intro to Analytics
- Feature Writing
- Headline Writing
- Analyzing Other College Publications
- Media Production Workshops
- TV Program Development (CoogTV)



**Professional Development:**  
Provided Student Leaders opportunities to expand upon what was learned in their organizations and classrooms.

Coog Radio toured a local Radio One Station



**2017 ACP/CMA National Conference in Dallas, TX  
The Cougar, CoogTV, Coog Radio, and CSM Staff**



## Future Workshops & Trainings featuring local media industry professionals.

- Reporting on sensitive subjects
- Photojournalism
- Investigative Reporting
- TV/News Studio Tour

# Assessment Focused On Skill Development

## Writer Training/Development:

- Select number of Cougar Weekly Issues were evaluated by industry professionals during FY18

## Results/Feedback will be used to generate training exercises in the following areas:

- Editorial Voice/Leadership
- Depth of Stories and Information
- Owning Public Service Responsibility

Now, it's your turn.

- [View the results](#)
- [View the slides](#)
- [View the video](#)

# Assessment Focused On Skill Development

A young man with dark hair, wearing a black and white hoodie and large black headphones, is smiling and looking towards the left. He is sitting at a desk in what appears to be a radio studio. In front of him is a professional microphone on a stand. The desk is cluttered with various cables and equipment. In the background, there are computer monitors and other studio equipment. The overall atmosphere is professional and focused.

## **Radio DJ Training/Development:**

- A rubric was created to evaluate 4 Coog Radio shows throughout FY18.

## **Results/Feedback were used to generate training exercises in the following areas:**

- Production/Timely Usage of Equipment
- Style and Content
- Scripting Techniques



# Assessment Focused on Skill Development



## TV Program Development:

- During FY18 there were 4 workshops for new producers and crew members that included an exit survey.

## Results/Feedback were used to generate training exercises in the following areas:

- Show Production
- Equipment Usage
- Artistic Direction
- Editing Techniques

The background image shows a busy outdoor event, likely a fair or festival, with several red tents and many people walking around. The scene is brightly lit, suggesting a sunny day. The text is overlaid on a semi-transparent dark grey rectangle in the center of the image.

# Unit Challenges: Revenue Generation

- Maintaining consistent and sustainable revenues in a changing market.
- Adjusting to customer expectations and returns on investment (ROI)
- Adjusting our offerings to meet the needs of campus departments and organizations

Recently Watched

Action See All (20) >



# Unit Challenges – Response Revenue Generation: Expand Advertising opportunities to include On-Demand Services

- Offer options to run 15-30 second spots before videos start.  
(Launch by Spring 2019)

Comedy See All (44) >



The background image shows a trade show booth. On the left, a man in a dark shirt is looking towards the right. In the center, a man in a patterned shirt is talking to a woman. On the right, a man with glasses is smiling at a woman. There are several promotional materials, including a large black sign with the word "DIGITAL" in red, a white sign for "UNIVERSITY of HOUSTON COLLEGE of NURSING", and a yellow sign with "media" and "technology" visible. A laptop with a red lip print sticker is on a table in the foreground.

## Unit Challenges – Response

### Revenue Generation: Expand Awareness of Advertising Opportunities with CSM

- Continue to target local and campus businesses with monthly updates of how they can be involved with CSM.
  - All student sales staff positions are filled.
  - Updates to CSM website will provide easier access to advertising opportunities and other CSM offerings.
  - Increase our Marketing Efforts (Create Annual Marketing Plan)
  - Launching advertising satisfaction survey

A woman with curly hair, wearing a red polo shirt with "UNIVERSITY OF HOUSTON CENTER FOR STUDENT SERVICES" printed on it, is holding a professional video camera. The camera has a large black microphone on top and a blue XDCM monitor attached to the side. The background is a blurred whiteboard with some text.

## Unit Challenges – Response

### Revenue Generation: Media Services

- Add option to request Media Services on Student Centers' Reservation form. (Launch by Spring 2019)
  - Customers will have an option to inquire about photography & videography services with their reservation.



## Unit Challenges – Response

### Revenue Generation: Provide more ROI opportunities

- We have committed to host 6 events a year that provide advertisers and sponsors opportunities to interact with UH students.
  - Events are now planned by the CSM Events Committee, which includes members of the Cougar, CoogTV, and Coog Radio (Established – June 2018).

# Unit Challenges

## Prioritizing Expenses

- Operating Expenses (office supplies, etc.)
- CSM Marketing Collateral
- Funding for Student staff & salary for a Full-time staff position
- Professional development needs for Full-Time Staff
- Printing of Publications



# Unit Challenges


## Prioritizing Expenses

School	Percentage Total Operating Revenue	Percentage of total Operating Expenses	Difference Revenue to Expense
University of Houston	-20%	-14.6%	-5.4%
University of Texas	+15%	+12.6%	+2.4%
Texas Tech	-13%	+17%	-30%
University of Oklahoma	+5.3%	-15.9%	+21.2%
University of Arizona	-15.4%	-16.7%	+1.3%

- Numbers based on 2017 revenue numbers reported to WAUPM





A photograph of three men in suits standing together. The man on the left is wearing glasses and a grey suit. The man in the middle is holding a trophy and wearing a dark suit. The man on the right is wearing a dark suit and a patterned shirt. They are all smiling. The background shows a room with tables and chairs, suggesting a formal event or ceremony.

## Unit Challenges – Response: Prioritizing Expenses FY19 - Changes

Cut Printing Costs by 35%

- ✓ Estimated total savings of \$26,000.00

Student Staff – Work Study Preferred

- ✓ Estimated total savings of \$ 5,000.00

Launch Development Campaign in Spring 2019

- ✓ Target campaign at the Cougar, CoogTV, and Coog Radio Alumni

**NO NEW REQUESTS!**

**Thank you** for your continued support!



RIFTW  
ourageous re

ndrec