



# SFAC Report

**STUDENT FEES ADVISORY COMMITTEE (SFAC)**  
**FY2020 PROGRAM QUESTIONNAIRE**

INSTRUCTIONS: *Please respond to all questions. Restate the question before providing your response. An electronic copy of your responses in PDF format should be sent to: SFAC Chair, in care of the Dean of Students Office, at [wmunson@uh.edu](mailto:wmunson@uh.edu) by 1:00 p.m., Thursday, October 18, 2018. It should be noted that only electronic submissions will be considered.*

**Only those requests submitted by 1:00 p.m., October 18, 2018 will be guaranteed full consideration.**

- 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.**

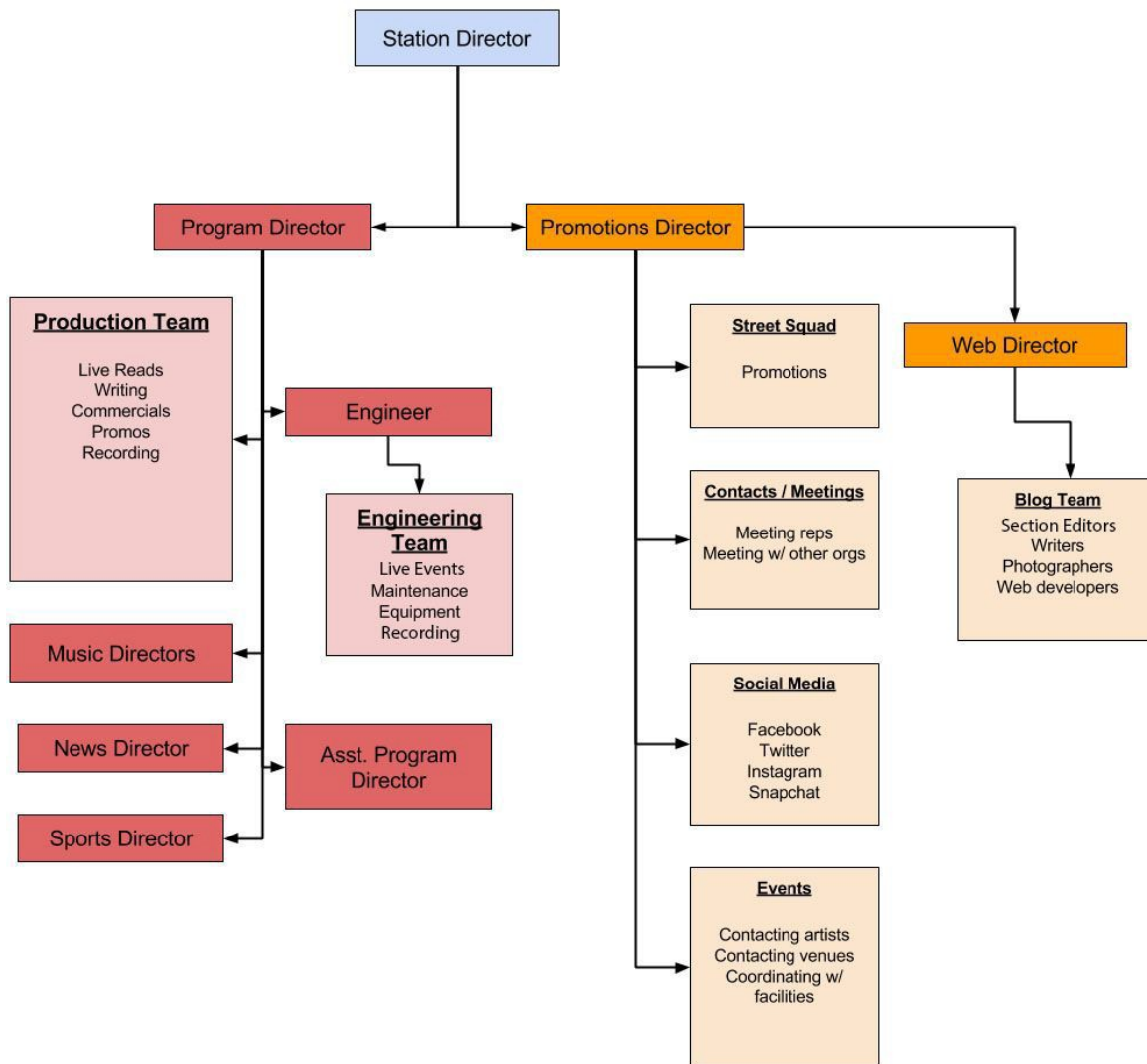
As the only student-run radio station on campus, Coog Radio's mission is to provide an outlet for innovative individuals who are interested in a wide array of music and radio content, a community to share said love of music, and an outlet to express their interests, such as sports, news, politics, and other pop culture ventures. Here at Coog Radio, students have the opportunity to get hands-on experience with audio production equipment, while providing an overall fun and diverse environment within Coog Radio's community. After marking its seventh year of broadcasting this fall, Coog Radio has continued its growth as a radio station and community, streaming 24-hours a day, seven days a week, and a schedule of more than 40 shows that offers a wide range of styles and interests, reflecting the ever changing diverse student body. Coog Radio's mission is accomplished by providing students real-world experience in the radio industry with the opportunity to work with industry-standard equipment within its studio to produce and record their own live broadcasts on the Internet, and an experience and education that goes well beyond what students can learn in the classroom and provide valuable traits and experiences, that students cannot only apply to their post graduation careers, but for the rest of their lives.

Coog Radio has increased its popularity both on the Internet, the University of Houston community, and the city of Houston. In addition, Coog Radio has become a recognized name within the Houston music community. We have partnered with several reputable groups such as House of Blues, Revention Music Center, White Oak Music Hall, Warehouse Live, Sound On Sound Fest, Day For Night, Yes Indeed Music Fest, Live Nation, and Pegstar to not only organize monthly ticket giveaways, but help bring local, unique and eclectic content to the student body here at The University Of Houston. Coog Radio takes pride in supporting and working with other student organizations around campus and local artists in the community, and artists/students right here from The University Of Houston. Additionally, Coog Radio has become the go to service for

university departments and student organizations to provide musical entertainment for events here at the University of Houston. Coog Radio provides free DJ training with industry standard software.

Student fees will help Coog Radio expand its content library that our radio shows hosts can use to help expose students to new ideas and sounds that they can't find elsewhere on campus, keep a diverse playlist that our radio hosts can use to provide unique performances, and ensure that Coog Radio is up to date with the quickly evolving radio industry. Currently, Coog Radio has three paid positions and a slew of hard-working volunteers.

- 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.**



3. List your unit's strategic initiatives and action steps identified for the 2017-2018 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.

DSAES Plan: ([http://www.uh.edu/dsaes/about/strategic\\_plan.html](http://www.uh.edu/dsaes/about/strategic_plan.html))

UH Goals: (<http://www.uh.edu/president/vision-priorities/>)

- a) Increase campus and community listenership of Coog Radio stream. (2013-2017 DSAES Initiative 5) (UH Strategic Goal 1)
  - i) Create on-campus events to increase awareness of the station.

**STATUS: Ongoing**

- (a) Participated in Cat's Back at the Campus Recreation & Wellness Center to increase awareness of the station and welcome students back to the campus. In-house student DJs practiced and showcased their skills while providing music.
  - (b) Coog Radio representatives and directors have worked closely with other organizations within CSM to increase awareness of the station, while creating content for the other units, such as Coog TV and Coog Life.
  - (c) Participated in Red Block Bash with UH School of Art outside of Blaffer Art Museum of Student Association where in-house student DJs provided entertainment and value to the university while increasing awareness of the station.
  - (d) Hosted a Boiler Room to showcase in-house student DJs while increasing awareness on campus by creating a safe, fun environment on a Saturday night.
- ii) Increase awareness of new platforms to listen to Coog Radio.

**STATUS: Ongoing**

- (a) Encouraged listeners through Live Reads, Coog Radio General Assembly Meetings, and in person to download RadioFX and utilize its features, such as commenting.
  - (b) Promoted Livestream shows through social media outlets, such as Instagram and Facebook.
  - (c) Promote apps like RadioFX and UH Redline by social media and event promotion
- ii) Bring together Houston-based organizations and businesses to the station.

**STATUS: Ongoing**

- a. Show hosts have had Houston-based organization leaders as guests and interviewed them while highlighting their impact on the community and fostering connections with the university.
  - b. Directors have formed and nurtured relationships with Houston-based organizations and businesses to discuss advertising and collaboration for events.
- iii. Create a hub of internships and job offers with businesses in the Houston area for students (2013-2017 DSAES Initiative 1) (UH Strategic Goal 3)

**STATUS: Ongoing**

- a. Station director has worked with and established a relationship and connection for an internship with Spin Magazine.
  - b. Communicated with the CSM and faculty advertiser to create a board of internships and job opportunities.
- iv. Arrange meet and greets between students and professionals.

**STATUS: Ongoing**

- a. Station Director has toured a radio station and began arrangements for a future tour with the entire organization complete with a QA section.
- v. Form a series of trainings geared towards developing students' skills (2013-2017 DSAES Initiative 3) (UH Strategic Goal 2)

**STATUS: Ongoing**

- i. Station Engineer has created and conducted trainings on specific program, equipment, and programs.
- vi. Develop a plan towards specific equipment, programs, and skills that the Valenti School of Communication targets

**STATUS: Ongoing**

- i. Created workshops to develop skills necessary to produce web content using relevant programs and software.
  - ii. Working on discussions with professors of classes the curriculum that can be condensed into workshops.
- vii. Help build professional resumes and audio reels for students

**STATUS: Ongoing**

- i. Worked with the CSM to create headshots for LinkedIN profiles.
  - ii. Increased the number of times radio shows are submitted for review.
  - iii. Station Engineer worked with station software and hardware to record the shows to be uploaded online for radio show hosts and DJs to use in their portfolios.

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. If available, please provide program benchmarking data from comparable institutions.

Our success is measured through three main metrics: Listenership, Website Traffic and Social Media Penetration.

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Month	sessions (>15 min)		Contacts (1min-15min)		Bounces		Total
(<1min)							
Se	390	1186	1473	3049			
Oct	136	235	250	621			
Nov	134		293	342	769		
Dec	194		1207	1229	2630		
Jan		374		1907	2861	5142	
Feb		505		1646	1804	3955	
Mar*	0	9	6	15			
Apr	355	2528	3367	6250			
May	56	560	866	1482			
Jun	192	1841	3515	5548			
Jul	244	2150	3909	6303			
Aug	318	2259	3214	5791			
Sep	397	2581	2550	5528			
	3295	18402	25386				

NEED STATS FROM BOTH TUNE IN AND RADIO FX

**Website Traffic**

Month	2018	2017
Sep	6618	6422
Oct	2600**	6999
Nov		5084

Dec		3711
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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

\*\*The month had not concluded at the time of reporting.

**Social Media Reach**

<b>Platform</b>	<b>Current Follower Count</b>	<b>Followers Count from Oct 2017</b>	<b>Change since Oct 2017</b>
Twitter	2984	1790	+1194
Facebook	4655	3130	+1525
Instagram	1415	500	+915

- Please discuss any budget or organizational changes experienced since your last (FY2019) 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.**

No organizational changes occurred that impacted the budget. However, the organizational changes within Coog Radio since the last SFAC request consist of transitions within the Board of Directors. Programming Director, Station Engineer, and Web Director positions have been filled with new bodies. The Station Engineer has created teams within his department – Recording Team, Live Events Team, and Equipment Team. The Web Director has established Section Editors – Features/Editorials, Spotlights, and Reviews. All members will soon have both a title and a team that they are assigned to in order to expedite the communication process.

**6. If your unit concluded FY2018 with a Fund 3 addition to Fund Equity 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.).**

Coog Radio did not conclude FY 2018 with any excess of \$5,000.

**7. Please list your 2019-2020 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.**

Coog Radio's objectives for the 2018-2019 are as follows:

- (1) Participate in the 2019-2020 Pinnacle Broadcast Awards (DSAE Student Success 1 & 4).
  - (a) Cultivate talent through training and consistent programming to create confidence in radio show hosts' and DJs' abilities to enter the contests for Best Radio Talk/Entertainment Program, Best Radio Sportscast, Best Radio Special Event Coverage, Best Radio Promo/PSA, Best Radio Newscast, and Best Podcast.
  - (b) Work with faculty advisor, professors in the Valenti School of Communication, and other staff members of the CSM to focus on goals and show ideas that would gain momentum in the contests (DSAE Division Cohesion 2 & 3).
- (2) Increase campus and community listenership of Coog Radio stream. (DSAE Student Success 2 & 5).
  - (a) Create on-campus events to increase awareness of the station, such as Coog Stock, Boiler Rooms, and more tabling events.
- (3) Utilize all of the features of the livestream platforms and explore others DSAE Student Success 2 & 4)
  - (a) Maximize the return on the RadioFX platform.
  - (b) Work with faculty advisor to utilize digital broadcast channel with Houston Public Radio. (DSAE Division Cohesion 1 & 2)
  - (c) Promote applications like UH Redline with social media interaction. (DSAE Division Cohesion
- (4) Bring together Houston based organizations and businesses to the station.
  - (a) Work with Star Karaoke to create events for students within the organization and create a relationship between the university and the organization. (DSAE Student Success 2, 3 & 5)

- (b) Work with smaller concert venues unique to Houston to foster relationships and create opportunities for students and the organization as far as advertisement, internships, and job offers.
- (5) Create a hub of internships and job offers with businesses in the Houston area for students. (DSAE Student Success 1 & 4, DSAE Division Cohesion 1 & 2)
  - (a) Arrange meet and greets with students and professionals;
  - (b) Help build professional resumes and audio reels;
- (6) Form a series of trainings geared towards developing students' skills. (DSAE Student Success 1)
  - (a) Develop a plan towards specific equipment programs, and skills that the Valenti School of Communication targets

**8. Recognizing that the potential to generate additional Student Service Fee income for FY2020 base funding is extremely limited and recognizing that it is likely that some units will not be allocated the new base budget and/or one-time funds requested. Please provide a narrative of how your unit would accommodate a reduction of 5% in your total FY2020 base Student Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made.**

If Coog Radio were to take a 5% reduction in funding, we would voluntarily take a pay cut in student stipends. Each stipend board member has spent at least a year as an unpaid member, so a 5% reduction in funding is something that could be handled with relative ease..

**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.**

Coog Radio is airing advertisements and with time breakdowns of when played thanks to the automation system for ensuring the ads are broadcast effectively. Live radio hosts also read the paid underwriting every half hour. DJ services provide a source of income. In-house student DJs provide DJ services to outside vendors and other departments for a fee. Additionally, the Web Director is working with the CSM to arrange advertising on the website.

**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.**

Currently, there are no overlaps between Coog Radio and any other organization on campus.

OTE: *The totality of your responses to these questions should give the members of the Committee a comprehensive understanding of the role and function of your unit(s). To the extent that your responses do not accomplish this, please revise them accordingly.*

**Please send electronic responses (PDF format) to:** Chair, SFAC\*\*\*\*\*  
% Dean of Students Office  
wmunson@uh.edu

9/2018