



COOG TV



STUDENT FEES ADVISORY COMMITTEE (SFAC) FY2020 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.

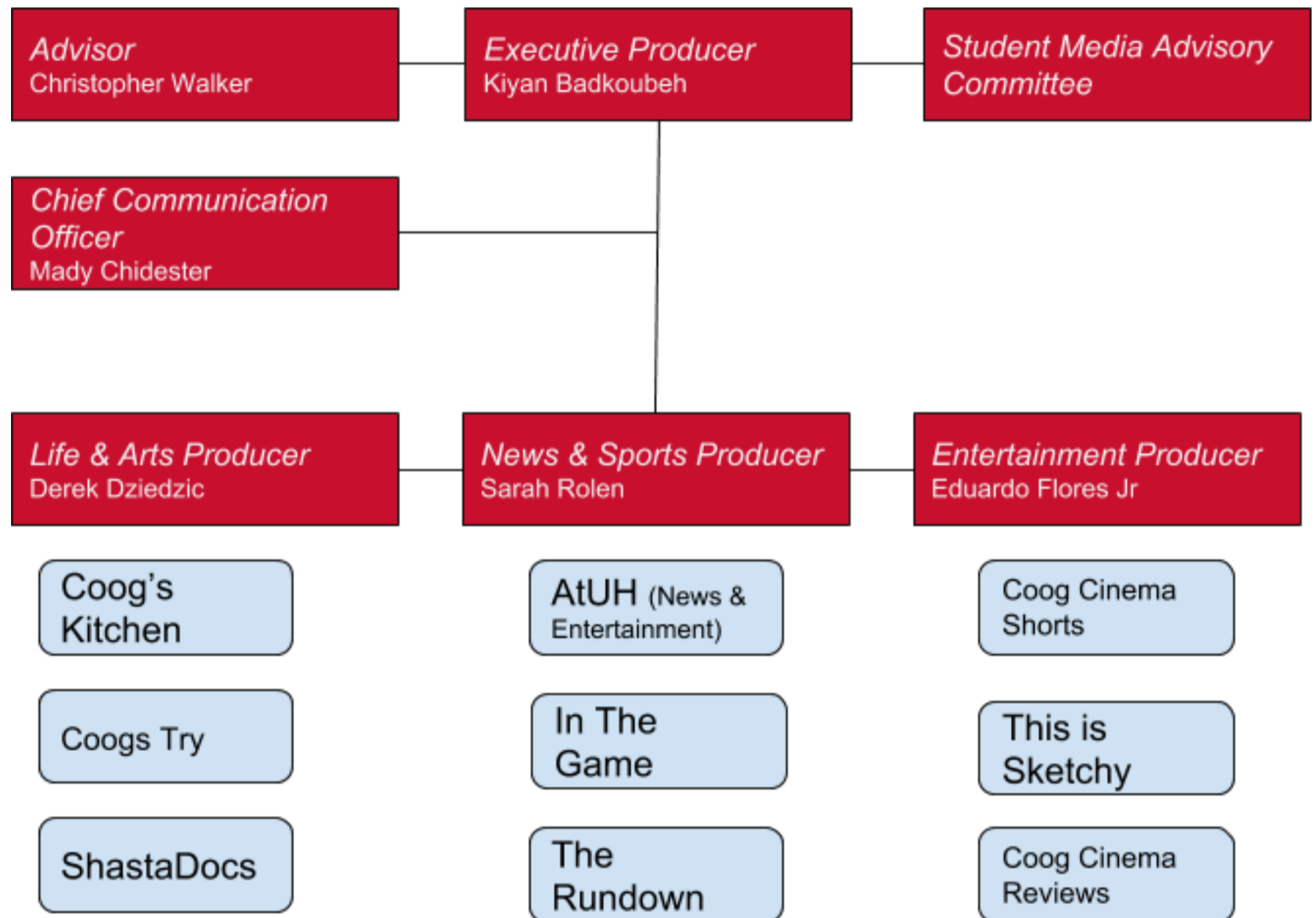
Approach:

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.



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.

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 Value: Transparency

UH Goal: Community Advancement

Comment: Over the past year, Facebook changed its algorithm for counting views. Instead of having to only watch a video for 1 second for it to count as a view, people now have to watch for 10 seconds for it to count. Because of this, we were not able to increase our engagement by 30% but we responded to and overcame this by increasing our reach this past year by over 18%. We have successfully continued to collaborate with the Valenti School of Communication by inviting their professors over as guest speakers to share knowledge with our members as well as collaborating on events. We have also successfully increased the amount of content produced that includes relevant information for students. This is shown through several news stories released throughout the year that cover new services offered to students on campus and parking updates, as well as documentaries on parts of Houston culture and events.

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 Value: Empowerment

UH Goal: Student Success

Comment: We have created workshops such as our Show Runner workshop which trains and equips our members in the training techniques like DSLR/cinematography, Story-building, etc. This initiative has also been successful by providing constant

production trainings and opportunities to create a production portfolio. We have also begun a relationship with the Greater Houston Partnership to create an internship program that grants our members the opportunity to get experience in the corporate media industry.

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 Value: Collaboration

UH Goal: Student Success

Comment: Partnerships with other fee funded organizations and RSO's has definitely increased through collaborations with organizations such as Frontier Fiesta, the Student Program Board, Council for Cultural Activities and more. We have also increased our tabling presence at events put on by other RSOs.

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 10th, 2018 : 183 registered members *+23 members*

Online Statistics (Organic)

- Facebook: 3,081 Likes (Sep. 30, 2017)
- Facebook: 3,770 Likes (Oct. 10, 2018) *+689 Likes*
- Twitter: 1,680 Followers (Sep. 30, 2017)
- Twitter: 1,865 Followers (Oct. 10, 2018) *+185 Followers*
- Instagram: 1,073 Followers (Sep. 30, 2017)
- Instagram: 1,364 Followers (Oct. 10, 2018) *+291 Followers*
- Youtube: 668 Subscribers (Sep. 30, 2017)
- Youtube: 913 Subscribers (Oct. 9, 2018) *+245 Subscribers*

Facebook Page Viewership (Organic)

| | |
|---------------------------------------|---|
| 2017 Total Views: 271,700 Views | 2018 Total Views: 261,099 Views |
| 2017 Minutes: 156,800 Minutes watched | 2018 Minutes: 102,431 Minutes watched |
| 2017 Reach: 825,179 People | 2018 Reach: 974,857 People <i>+149,678 people</i> |

YouTube Channel Viewership (Organic)

| | |
|--------------------------|---|
| 2017 Total Views: 40,810 | 2018 Total Views: 57,739 <i>+47.76%</i> |
|--------------------------|---|

Top Views (2017):

- New Football Student Ticket Procedure - 13,497 Views
- COCO. Best Pixar Movie Ever?: Coog Cinema Reviews - 9,543 Views
- UH Student Center Chick-Fil-A Serving Breakfast - 8,136 Views
- Hurricane Harvey Live Coverage (Live) - 7,770 Views
- A Flood Called Harvey (Hurricane Harvey Documentary) - 5,241 Views

Top Reaches (2017):

- A Flood Called Harvey (Hurricane Harvey Documentary) - 12,100 People
- How to BOOST Past All the Long Lines for Food - 11,800 People

Top Views (2018):

- New B-Cycle Stations on Campus! - 3,013 Views
- UH Fans Kick Off First Home Game: In The Game - 2,842 Views

Top Reaches (2018):

- 6 MUST ATTEND UH Weeks of Welcome Events: At UH News - 12,500 People
- Bad Dreams: Coog Cinema Shorts - 10,200 People

5. 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.

Budgetary Changes: No changes were made.

Organizational Changes: No changes have been made.

6. If your unit concluded FY2018 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 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.

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 Youtube posts/content related to the University of Houston by +10% from September 31, 2018 - September 31, 2019. **(SS4)**
2. Increase the amount of awards CoogTV content achieves by entering at least five videos in some type of competition throughout the year. **(SS1 & P6)**
3. Continue to include information relevant and useful to students in CoogTV videos. **(SS2)**

DSAES Initiative: (Student Success & Partnerships) Champion exceptional opportunities and services to support all UH students. Forge and strengthen partnerships to expand our reach into the university and greater community.

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 **(DC3, R1, & R2)**
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. **(DC4)**
3. Continue to offer varying opportunities to work with local media outlets, internship programs (Greater Houston Partnership) and special events with the university. **(DC3)**

DSAES Initiative: (Division Cohesion & Resources) Create and foster a cohesive division identity, culture, and community. Evaluate, actively pursue, and leverage resources to enhance the UH experience.

UH Goal: Student Success

Strategic Initiative Three: Increase student engagement with the University of Houston through content.

1. Continue providing a source for student opinions to be voiced and ideas created. **(SS5)**
2. Continue to partner set with other fee funded organizations and RSO’s, such as Frontier Fiesta, Council for Cultural Activities, and the Student Program Board, to highlight and partake in their events. **(P3)**

DSAES Initiative: (Student Success & Partnerships) Champion exceptional opportunities and services to support all UH students. Forge and strengthen partnerships to expand our reach into the university and greater community.

UH Goal: Student Success

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 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 \$3918.90 from our Program's/Events Expense line which is \$15,000 leaving us with \$11,081.10. This would affect our ability to host our CoogTV events and would affect our ability to continue growing as an organization of over 183 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 advertising 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. It also has made use of CoogTV's photo booth, creating a presence at several campus events and bringing in revenue by offering its photo services for several organizations on campus.

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.

As the only television network on campus that is fully operated by students and driven by student created content, 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 directing and producing various creative visions in the forms of short films or documentaries. 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.