# SFAC Report

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 <u>wmunson@uh.edu</u> by 1:00 p.m., Thursday, October 17, 2019**. It should be noted that only electronic submissions will be considered. <u>Only those requests submitted by 1:00 p.m., October 17, 2019 will be</u> guaranteed full <u>consideration</u>.*

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 a platform for innovative individuals to share their love and passions with the UH community and the world through radio shows, podcasts, and blog writing. Whether they're interested in music, news, sports, pop culture, or anything else in between, Coog Radio members have the opportunity to promote their own diverse perspectives and tastes while also receiving hands-on experience in a live studio. After marking its eighth 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 50 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 or podcasts on the Internet, and an education that goes well beyond what students can learn in the classroom to provide valuable experiences that students can apply to their post-graduation careers and 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 Live Nation, Austin City Limits Music Festival, Cynthia Woods Mitchell Pavilion, the White Oak Music Hall, House of Blues, and Pegstar to not only host weekly ticket giveaways, but also help bring local, unique and eclectic content to the student body 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.

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.**
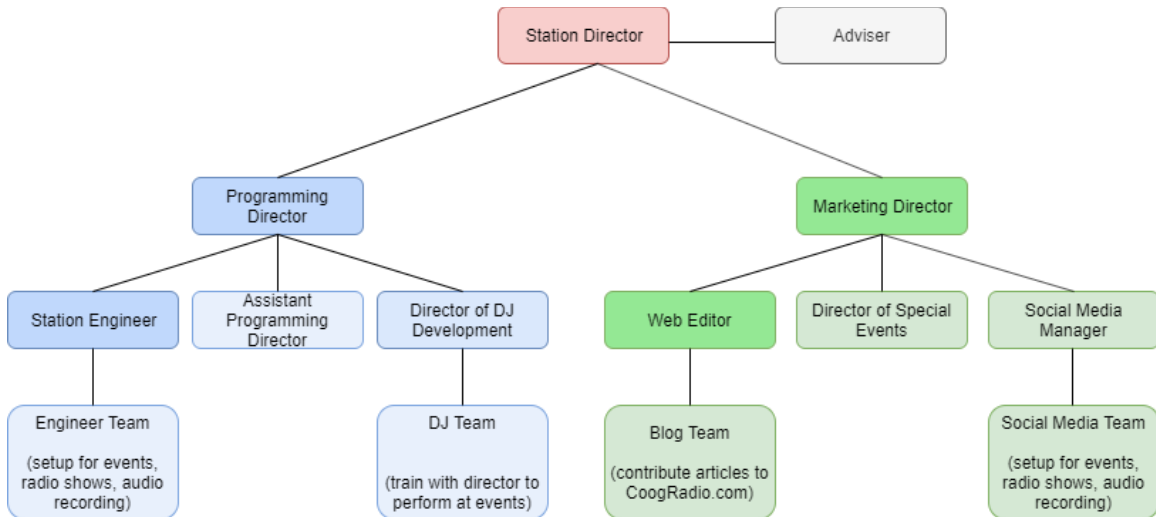
3. **List your unit's strategic initiatives and action steps identified for the 2018-2019 academic year and cite the specific Division of Student Affairs and Enrollment Services (DSAES) Strategic Initiatives and University of Houston Strategic Goals to which they relate (links below). Please comment 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.**

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

(1) Participate in the 2019-2020 Pinnacle Broadcast Awards (DSAES Student Success 1 & 4).
   STATUS: Ongoing

   (a) We are currently training all of our members to prepare us for our entry for the 2019-2020 Pinnacle Broadcast Award's categories of Best Radio Talk/Entertainment Program, Best Radio Sportscast, Best Radio Special Event Coverage, Best Radio Promo/PSA, Best Radio Newscast, and Best Podcast.

(2) Increase campus and community listenership of Coog Radio stream. (DSAES Student Success 2 & 5).
   STATUS: Mostly Complete

   (a) Towards the end of FY19, CoogRadio.com received the most monthly visitors since November 2016 and is steadily increasing visitorship.

(3) Utilize all of the features of the livestream platforms and explore others (DSAES Student Success 2 & 4)
STATUS: Mostly Complete

    (a) A "Now Playing" feature has been added to the CoogRadio.com website.
    (b) Coog Radio has also expanded to posting content on Spotify, Apple Podcasts, and Apple Music.

(4) Bring together Houston based organizations and businesses to the station.
STATUS: Mostly Complete

    (a) Coog Radio is currently partnering with Live Nation Houston, White Oak Music Hall, and other Houston-area organizations & businesses to expand our audience as well as develop our members.

(5) Create a hub of internships and job offers with businesses in the Houston area for students. (DSAES Student Success 1 & 4, DSAES Division Cohesion 1 &2)
STATUS: Mostly Complete

    (a) White Oak Music Hall, Sony Music, and Live Nation Houston has reached out to Coog Radio in search of interns and street teams.
    (b) 3 Coog Radio members now work for these companies.

(6) Form a series of trainings geared towards developing students' skills. (DSAES Student Success 1)
STATUS: Mostly Complete

    (a) We currently train student members at every bi-weekly meeting for their respective interests.
    (b) We are currently working to host a Coog Radio convention every semester, providing workshops and trainings for radio/podcast hosts, DJs, blog contributors, and more.

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 and/or unique students 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 website visitor statistics, podcast listener statistics, and member involvement.

CoogRadio.com Website Visitor Statistics

Months and Years

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2013							1,031	11,147	9,619	7,523	5,197	3,362
2014	5,012	7,506	5,122	4,575	2,732	8,258	2,298	5,759	9,716	10,579	9,696	5,707
2015	7,770	13,462	16,696	11,808	9,222	10,103	12,341	11,519	14,157	14,627	13,107	14,133
2016	12,663	13,369	12,737	9,529	8,486	8,511	7,330	8,878	11,105	9,708	7,937	5,984
2017	6,049	5,632	6,274	5,508	4,154	4,223	4,732	5,131	6,422	6,999	5,084	3,711
2018	3,949	4,595	6,073	6,657	4,081	3,549	3,494	4,181	6,618	6,642	4,972	3,697
2019	4,653	5,312	4,649	4,029	3,646	3,032	3,390	7,220	8,105			

Average per Day

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2013							103	360	321	243	173	108
2014	162	268	165	153	88	275	74	186	324	341	323	184
2015	251	481	539	394	297	337	398	372	472	472	437	456
2016	408	461	411	318	274	284	236	286	370	313	265	193
2017	195	201	202	184	134	141	153	166	214	226	169	120
2018	127	164	196	222	132	118	113	135	221	214	166	119
2019	150	190	150	134	118	101	109	233	270			

As indicated in the chart above, Coog Radio has unfortunately been on the decline since 2016, with nearly every month receiving less visitors than the same month the year before – until the end of FY19.

August and September have been the best months for Coog Radio since 2016 in terms of monthly visitors and average daily visitors.

Podcast Listener Statistics

PODCAST

Coog Radio @ The University of Houston

By Coog Radio @ The University of Houston
45 Episodes

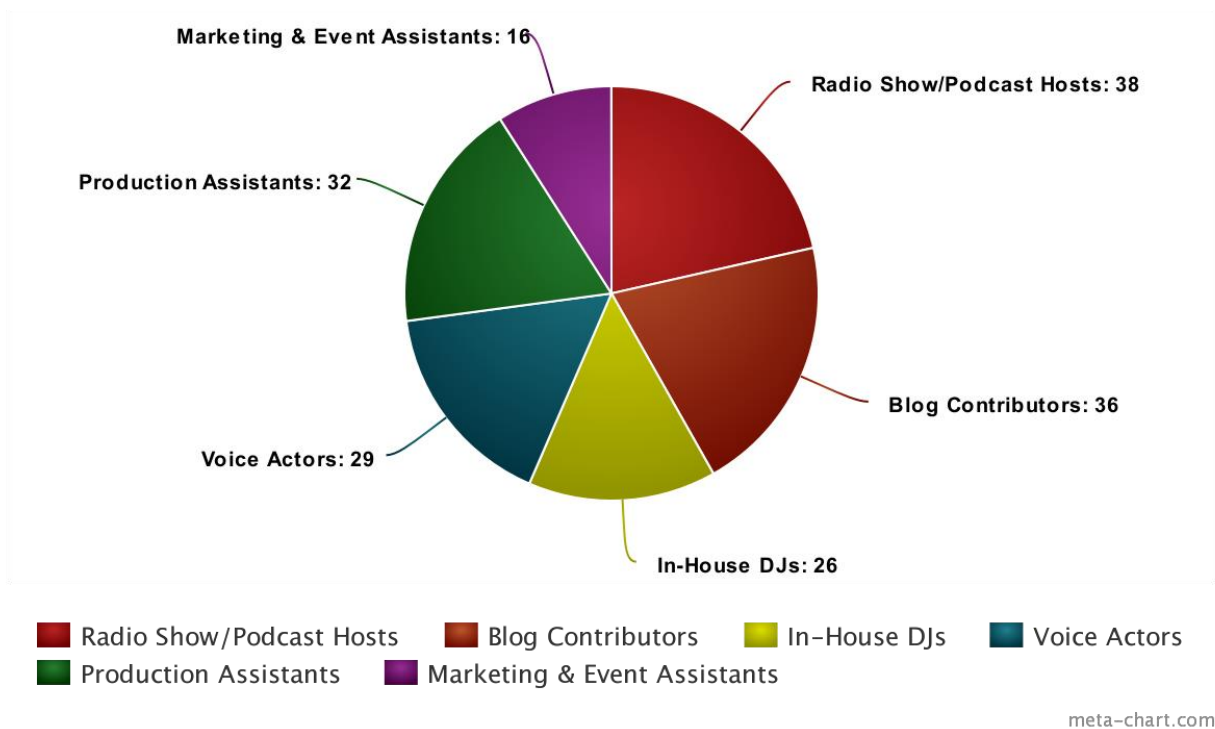| 1,031	568	277	84
starts ⓘ	streams ⓘ	listeners ⓘ	followers ⓘ

Coog Radio Spotify Podcast page has received the statistics shown above as of 10/10/19 since the page's creation in 6/7/19.

Member Involvement

With this method of assessment being the newest form, we hope to benchmark future successes with these numbers.

Coog Radio currently trains and provides radio shows/podcasts to **38 students**, has **36 students** writing articles for the blog team, develops **26 student** DJs to eventually perform at events, and works with **32 student** engineers to set up equipment for the studio and events.

Coog Radio Membership Breakdown (out of 117)

- Radio Show/Podcast Hosts: 38
- Blog Contributors: 36
- In-House DJs: 26
- Voice Actors: 29
- Production Assistants: 32
- Marketing & Event Assistants: 16

Legend: Radio Show/Podcast Hosts | Blog Contributors | In-House DJs | Voice Actors | Production Assistants | Marketing & Event Assistants

meta-chart.com

Notes

Previous SFAC questionnaires indicated RadioFM and TuneIn statistics were viable measures of success; however, we've recently found these analytic programs to be unreliable and inconsistent with real-time statistics and are in the process of utilizing new listenership assessment methods.

5. **Please discuss any budget or organizational changes experienced since your last (FY2020) 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.

6. **If your unit concluded FY2019 with a Fund 3 addition to Fund Equity in excess of $5,000, please describe the conditions which caused the addition and provide a lineitem identification of the budgetary source(s) of the addition (i.e. lapsed salary, conference travel, etc.).**

Coog Radio did not conclude FY19 with an excess of $5,000.

7. **Please list your 2020-2021 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.**

(1) Utilize the Coog Radio FM frequency by FY22 (DSAES Resources 2, 3)

   (a) Train radio show hosts FCC guidelines and regulations
   (b) Setup consistent daily schedule for consistent listenership

(2) Pay radio show hosts, blog contributors, and DJs for consistent quality content (DSAES Student Success 1)

   (a) Use The Cougar as a benchmark for paid voucher system
   (b) Establish adequate funding from ad revenue and sponsorships

(3) Participate in the Pinnacle Broadcast Awards in FY21 (DSAES Student Success 1 & 4)

   (a) Submit content for Best Radio Talk/Entertainment Program, Best Radio Sportscast, Best Radio Special Event Coverage, Best Radio Promo/PSA, and Best Podcast.
   (b) Actively seek out opportunities to create content that fit in each category

(4) Acquire ad revenue through Coog Radio's podcast service, Cougar Pawdcasts (DSAES Resources 1)

   (a) Establish the service as a more prominent platform for podcasts across campus
   (b) Work with Center for Student Media and MediaMate to coordinate

(5) Increase listenership of Coog Radio stream and viewership of Coog Radio site (DSAES Initiative 5) (UH Strategic Goal 1)

   (a) Create and maintain on-campus events to increase awareness of the station
   (b) Utilize both traditional and unconventional methods of marketing in the community

(6) Host a Coog Radio convention/workshop series every semester to develop student skills (DSAES Student 1)

   (a) Coordinate trainings for radio show & podcast hosts, DJs, blog contributors, engineers, and music producers over the span of several days for students to develop their skills

8. **Recognizing that the potential to generate additional Student Service Fee income for FY2021 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 FY2021 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 by decreasing each stipend down by one level. Already being the least funded student-run organization at the University of Houston, our board members would be willing to accept a pay decrease in order to keep the station up and running.

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 commercials for various campus departments, previously including Student Housing and Residential Life, as well as for concerts and festivals in the Houston-area. Live radio hosts also read the paid underwriting every half hour. In-house student DJs also provide their services to campus departments and outside vendors for requested events.

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.