

Center for Student Media

Program Questionnaire



FY 2022

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.

The Center for Student Media (CSM) is a cutting-edge multi-platform laboratory that prepares collaborative, innovative, and creative students for real-world media practice and leadership. The center accomplishes its mission by providing professional media advising and training, creating opportunities for students to learn about and create media, and by generating revenues to support these efforts. The CSM creates a framework for media production, distribution, audience measurement, and assessment. CSM provides advice to The Cougar, CoogTV and Coog Radio. In addition, CSM produces Transitions Magazine for all new UH students, The Houstonian, a publication for all graduating students from UH, and media services for campus departments and student organizations. CSM completed its second year under new direction.

The past year provided some challenges, new opportunities, and more enriching involvement for students. The Center for Student Media completed its first year in its partnership with MediaMate, which is a college media firm that has worked with several student media entities across the nation and manages all advertising and marketing efforts on behalf of CSM. This partnership with MediaMate has also allowed CSM to establish an Advertising & Marketing internship, which follows a curriculum. The internship is open to all students and provides valuable experience in Marketing and Advertising in media and course credit, if applicable. The first two cohorts completed their internships this past year, which provided 19 students with valuable experience in marketing and sales.

CSM continues to focus our efforts on maximizing the student experience. In an effort to expand our involvement opportunities to graduate students, we started a graduate assistantship program that focuses on enhancing Cooglife magazine, and other CSM publications, like Houstonian and Transitions magazine. Furthermore, we have hired an operations and distribution team, who are responsible for delivering all media publications to racks, keeping pick-up rate data, and servicing advertising poster racks. This new experiences are now available through college work-study at the Center for Student media. The media industry is an evolving landscape that will continue to push for more support for our students while remaining aware the continued media evolution and to our mission of empowering students.

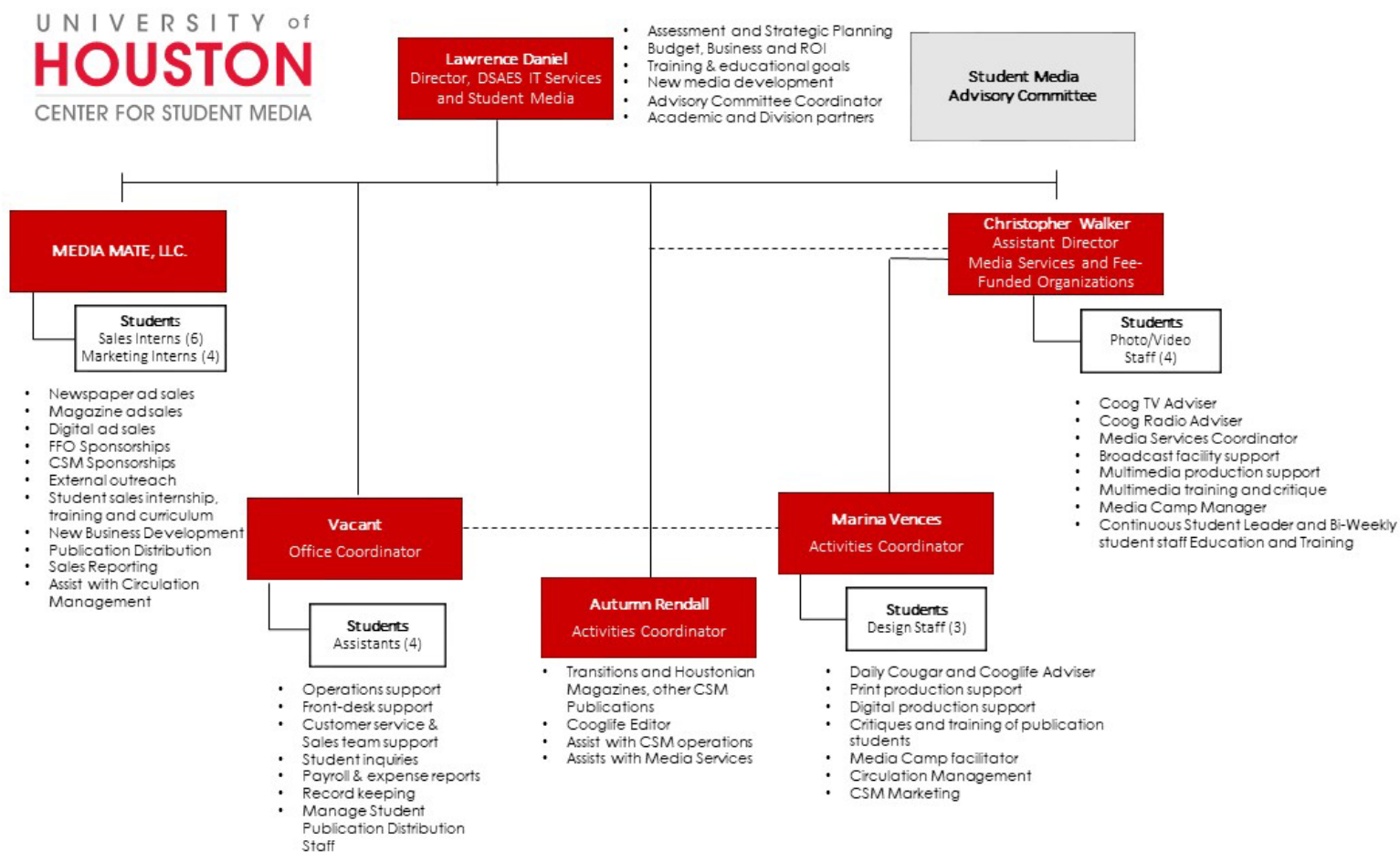
Department Mission: Grounded in professional ethics and best practices, the Center for Student Media supports and empowers student-driven expression, publishing and broadcasting.

- The CSM's management of revenue-generating activities, as well as other student organization advising and support, publication delivery and management of various university workflows and processes fulfill the supporting role.

The empowering role is facilitated by the center's focus on education and training on journalism, media production, advertising sales, marketing, and leadership skills, as delivered by programs such as Media Camp, Internships, workshops and ongoing critique and feedback

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

employees should be cited on the chart and identified as students.



3. List your unit's strategic initiatives and action steps identified for the 2019-2020 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)

UH Goals: (<http://www.uh.edu/mission/>)

Transition and Training

Description: In conjunction with the Cougar, Coog Radio, and CoogTV Executive leadership to develop onboarding training that includes the incoming and outgoing board members for each student organization.

Status: Ongoing: There was a delay in starting this project due to COVID-19. Onboarding suggestions are being reviewed by the three CSM organizations.

Student Success

Description: Increase the overall GPA of CSM student leaders and student staff each year while remaining above the University average. (DSAES: SS1-5, P2 &5) (UH 2)

Status: In progress: In FY20 the GPA raised from a 2.90 GPA to 2.93 for all CSM executive leaders.

Media Services Revenue

Description: Increase media services revenues by 10% over the last fiscal year by expanding awareness of service offerings to campus departments and businesses. (DSAES R3) (UH 2)

Status: In progress: Media Services in FY20 made \$8,220.02 between September 1, 2019 - August 31, 2020. However, there was an estimated loss of \$4,321.00 in COVID cancellations, which would have earned us over \$12,500.00 and resulted in an 23% increase from FY19.

Sales Internship

Description: Enhance/Create a student sales internship experience at the Center for Student Media. (DSAES: SS1-5 & P2) (UH 2)

Status: Completed: The internship was established in fall 2019. The internship is posted in both the Bauer School and UH University Career Services Internship portals. We have received high participation rates from both the Valenti Scholl of Communication and the Bauer College of Business.

Increase Total Generated Revenue

Description: Increase total generated revenues by 10% through increased campus engagement, local business sales outreach, retention, and expansion of media services. (DSAES P1&5) (UH 5)

Status: Total income for The Cougar, Cooglife and CSM publications was \$187,205.31 for FY 20 (September 1, 2019 – August 31, 2020). We had an estimated \$81,925.32 in COVID cancellations during FY20, which would have brought up the income to over \$269,000.00 in sales revenue for FY20. Additionally, we saw a tremendous growth of 721% in national sales.

External and Internal Collaboration

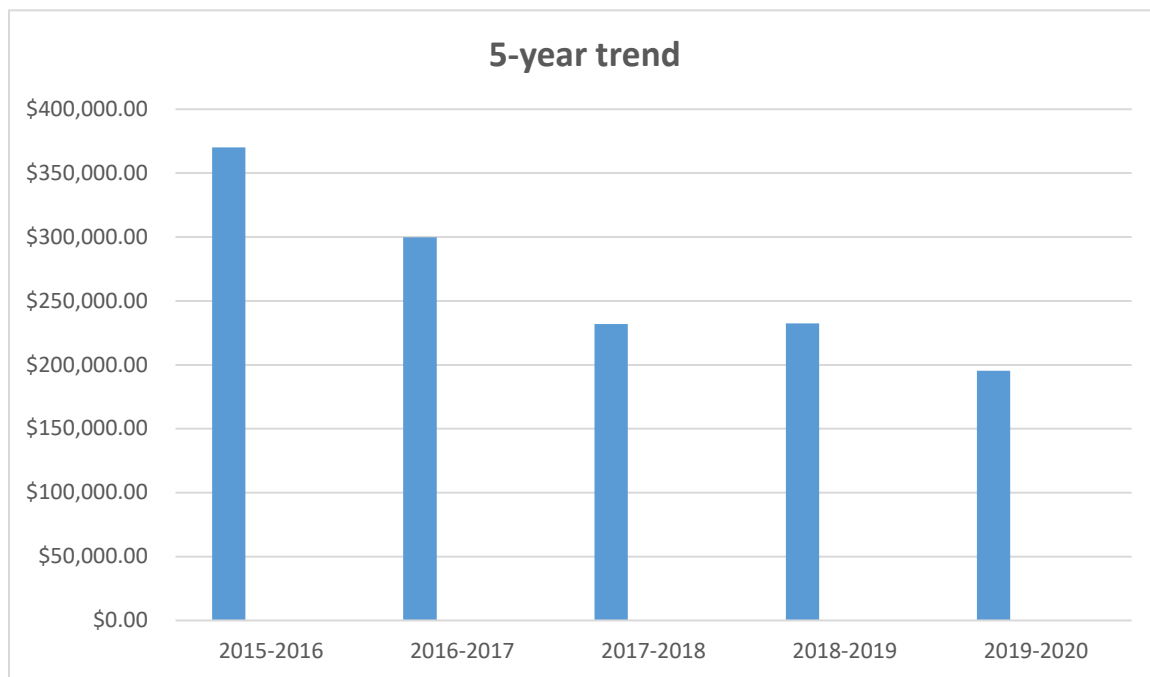
Description: In conjunction with The Cougar, CoogTV and Coog Radio enhance collaboration opportunities and awareness of the services and programs available at the Center for Student Media. (SS 1-5) (UH 2)

Status: The Center for Student Media transitioned Cooglife magazine from the Cougar to become the collaborative brand of CSM, The Cougar, CoogTV, and CoogRadio. This allows for more opportunities to focus collaboration efforts behind one brand.

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.

- **Utilization Reports:** Total income for The Cougar, Cooglif and CSM publications was \$187,205.31 for FY 20 (September 1, 2019 – August 31, 2020). We had an estimated \$81,925.32 in COVID cancellations during FY20, which would have brought up the income to over \$269,000.00 in sales revenue for FY20.
- Total income for Media Services was \$8220.02 for FY20 (September 1, 2019 - August 31, 2020). There was an estimated loss of \$4321.00 in COVID cancellations during FY20, which would brought up the income to over \$12,500.00.

Revenue Breakdown by year:



Breakdown by Category:

	FY 2016	FY2017	FY2018	FY2019	FY2020
Local	\$168,220.25	\$178,458.00	\$150,905.70	\$152,137.34	\$21,726.14
Campus	\$149,313.03	\$108,088.97	\$66,788.50	\$65,456.65	\$64,130.00
National	\$38,435.97	\$11,733.37	\$12,576.01	\$12,934.96	\$106,312.50
Classified	\$13,998.75	\$1,560.00	\$1,684.20	\$1,863.05	\$3,258.67

Total	\$369,968.63	\$299,840.34	\$231,954.41	\$232,392.00	\$195,425.23
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Assessment:

Media Camp Effectiveness: Support the development of the CSM Fee-Funded Student Leaders throughout the year by providing trainings and a Media Camp Series (Spring, Summer 1, and Summer 2)

Purpose of Assessment Activity:

To provide feedback from the CSM Fee-Funded student leaders on the quality and effectiveness of media camp, which will help improve the quality of the camp series.

Method of Assessment Description:

1. Advisor will survey student leaders in the fall prior to camp. The results will be used to create learning outcomes for CSM Media Camp Series prior to first camp in Spring.
2. All CSM student leaders in attendance will receive a baseline survey that measures if learning outcomes were met.
3. Results will be shared with all CSM staff to continue to enhance future media camps.

Frequency / Timeline of Assessment Activity:

Survey about Media Camp expectations was sent in October 2019. Results were reviewed by Advisors in preparation for Media Camp in January, May, and July.

Results:

A survey was sent to the students in October of 2019 to evaluate their expectations for the upcoming year. The major findings from this assessment, was that students wanted to focus on job opportunities for after graduations and internships available in media.

Action Taken:

This past January, we hosted Spring 2020 Media camp and had Career Services present on their available resources related to internship placement and job opportunities available now or after graduation. Due to transitioning to a virtual setting, Media Camp for Summer 2020 was postponed to September and focused more on office procedures related to COVID-19. The hope is to invite other media related company representatives in the future to discuss possible prerequisites for qualifying for a career in media.

Benchmarking Data –WAUPM

The Center for Student Media at the University of Houston is one of thirty-five members of Western Association of University Publications Managers (WAUPM). We are part of Region II, which includes the University of Texas, Texas Tech, University of Oklahoma to name a few. All members produce a variety of student media ranging from newspapers to magazines, from yearbooks to websites and from radio to television stations. WAUPM serves the professionals who manage the training, facilities and equipment for the students producing student media at their universities. CSM's benchmarking data and comparisons for rates, staffing, expenses, revenue, pick-up rates, and listenership, etc. is shared amongst WAUPM schools as part of an annual data exchange.

Below is a sample of the type of data we benchmark throughout the year. We have instant access to data. In the chart below we compare operating revenue versus operating expenses for the past year.

School	Percentage Total Operating Revenue	Percentage of total Operating Expenses	Difference Revenue to Expense
University of Houston	-16%	-12.7 %	-3.3%
University of Texas	-21%	-18.8 %	-2.2%
Texas Tech	-18%	-13%	-5%
University of Oklahoma	-11%	-6.2%	4.8%
University of Arizona	-23%	-12.3%	-10.3%

5. Please discuss any budget or organizational changes experienced since your last (FY2021) 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.
SFAC Q, p.2.

Departmental Points of Pride:

- This fall CSM, in collaboration with MediaMate, launched an internship program that provided student opportunities for experience in advertising, marketing, and social media development. The first Cohort, which included 7 students, started in September 2019. The second cohort, which had 11 began in January 2020, but had their internship cut short due to COVID-19. The program will continue in fall 2020.
- CSM established a student operations team that is charged with the distribution of all publications, which includes the Cougar, Cooglif, Houstonian, and Transitions. Additionally, this team is in charge of maintaining the newspaper racks. They finished the year successfully by increasing the overall pick-up rate by .04%
- CSM established and hired its first Graduate Assistant, who is charged with managing Cooglif Magazine, and all major CSM publications, like Houstonian and Transitions.

Personnel Updates:

Maria Vences joined CSM as the new Activities Coordinator in early January 2020.

Autumn Rendall joined the CSM team as the new Graduate Assistant for CSM publications in August 2020.

Leona Davis, Office Coordinator, passed on September 19, 2020. She spent 19 years working at the University of Houston.

6. If your unit concluded FY2020 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.).

At the close of FY 20, the Center for Student Media returned **\$21,611.00** to SFAC due to the financial pause for COVID-19. Dr. Walker did allow us to maintain \$10,000 for FY21 due to the on-going financial challenges related to income/advertising revenue.

7. Please list your 2021-2022 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs and Enrollment Services Values 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.

Revenue

Strategic Initiative: Increase total generated revenues by 5% through increased local sales outreach and retention, expansion of media services. (SS1 & P1) (UH2)

- **Action Step:** Leverage Cooglife to attract and retain local and campus advertising, reaching \$100,000 in total revenue by close of FY 22.

Equipment Management

Strategic Initiative: Implement a shared equipment management process to unify media technology resources across all organizations, gather accurate usage data and ensure adequate inventory is maintained. (SS1) (UH2)

- **Action Plan:** Work with DSAES IT Services to create a digital check in and check out process, which tracks the current inventory and tracks user data and usage numbers.

Student Success

Strategic Initiative: Support student engagement through learning, engagement and discovery in student media. (SS1,2 & P1) (UH2)

- **Action Step:** Continue to develop training and education workshops for all members of the student media organizations and student staff around cross platform experiential training.
- **Action Step:** Support students with their growth and development in submitting nominations for Awards of Excellence within the professional student media environment.
- **Action Step:** Support conference attendance for professional staff and student leaders to ensure the CSM team is maintaining cutting-edge services, programs and student-centered opportunities.

8. Recognizing that the potential to generate additional Student Service Fee income for FY2022 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 FY2022 base Student Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made.

A 5% reduction to the Center for Student Media's current budget would mean the reduction of **\$9966.70** from student staff wages, which would affect the ability to support the CSM operations and Cooglife magazine staff.

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.

In 2019-2020 the majority of revenue continued to come from print and online advertising associated with publishing the newspaper, special sections, and magazines.

The following revenue streams also continued in FY2020:

- News rack posters
- Media services
- Weekly Print of Cougar
- CoogTV sponsorship
- Coog Radio sponsorship
- Cooglife publication
- Sponsored Events
- CSM Publications
 - Houstonian
 - Transitions

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.

No overlap exists.