



# CENTER FOR STUDENT MEDIA

ONE TIME REQUEST FOR FY 2023

**a. Department and Event Marketing Budget**

**One Time Funding Request for FY23**

Printed Marketing Collateral, Banners, Department Newsstand Posters - \$ 1500.00

Promo items, T-shirts, Prize Giveaways - \$ 6500.00

UH Administrative Charge (6.0%) - \$ 480.00

**Total - \$ 8,480.00**

To increase campus awareness of the Center for Student Media (CSM), we seek funding for marketing support for the department and events, including t-shirts, promo items, and giveaways.

This funding will increase opportunities to support the distribution and reach of all CSM publications, including The Cougar Newspaper, Cooglife Magazine, and provide featured events for Coog Radio and CoogTV while growing student media presence throughout campus.

Furthermore, this will support the continued efforts to strengthen the bonds of the three organizations within the Center for Student Media.

Overall, this FY 23 One-time request will fill the obligation CSM has to the campus community providing awareness of student engagement opportunities and enhancing the quality of the overall student experience by supporting events supported by the Center for Student Media.

## **b. Instructional Assistant for Center for Student Media Publications & Operations**

### **One-time Funding Request for FY23**

Salary - \$14,400

Benefits – \$1,800

UH Administrative Charge (6.0%) - \$ 972.00

**Total - \$ 17,172.00**

The Center for Student Media continues to focus our efforts on maximizing the student experience. In collaboration with the Cougar and the intention to expand student media involvement opportunities to graduate students, we created an instructional assistantship opportunity that focused on enhancing Cooglife magazine, and CSM publications, like Houstonian and Transitions magazine. Additionally, this position works with CSM to plan events and overall distribution efforts of all publications, including the Cougar. The Instructional Assistant for Center for Student Media Publications & Operations assists in developing and implementing CSM publications. This position allows a graduate student to serve as the Editor of three magazines, involved with student media training while supervising and working with three students who serve as Assistant Editors. While piloting this position in FY 21, we increased readership by 28%, increased web visits by 87.5%, increased social Media presents for Cooglife. In addition, this position works with the Director of CSM to collaboratively connect all three student media organizations to the Cooglife brand. This includes CSM events featuring the Cougar, CoogTV, and Coog Radio's involvement. In the past, collaborative media support included a Cooglife story related to Stress-Free Finals, which included discussions on CoogTV related to study snacks, "Stress Less" music playlist, and features related to stress-free Finals the Cougar website. In the hopes of solidifying support for Cooglife magazine and the brand's continued growth, the Center for Student Media is requesting FY 23 one-time funding to support

the Instructional Assistant for Center for Student Media Publications & Operations position for a 12 month period.

**Graduate/Instructional Assistance by Student Life Departments funded by SFAC in FY21**

<b>Student Centers</b>	<b>3</b>
<b>Center for Student Involvement</b>	<b>3</b>
<b>Center For Diversity &amp; Inclusion</b>	<b>2</b>
<b>LGBTQ Resource Center</b>	<b>1</b>
<b>Student Life Marketing</b>	<b>1</b>
<b>Center For Fraternity &amp; Sorority Life</b>	<b>1</b>
<b>Center For Student Media</b>	<b>0</b>

**c. Professional Development and Conference Attendance**

**FY 23 - One-time Funding Request: \$11,130.00**

Registrations/Workshops: \$3,500.00

Travel: \$2,500.00

Hotel: \$3,000.00

Food: \$2,000.00

**\$10,500.00 + \$630.00 (6% Admin Charge) = \$11,130.00**

Broadcast Journalism, Digital and Publication Media is evolving. In continued pursuit of our vision of being a cutting-edge multi-platform media laboratory that prepares our students for success, we must continue to ensure that our staff is provided professional development opportunities that match the needs of our media students. With the pace of media coverage, reporting, and storytelling increasing, our students are coming to our center needing more training and support related to the latest trends in Media.

The Center for Student Media is requesting funding to support the attendance of full-time staff to local and national conferences. This funding supports the Center for Student Media staff's attendance at workshops, conferences, and media training that focus on the latest trends and future innovations.

Additionally, it funds CSM staff travel with the organizations they advise to their annual conferences, which include Associated Collegiate Press (ACP) & College Media Association (CMA), National Association of Broadcasters (NAB), and local or regional professional development opportunities.

This request would provide \$10,500.00 for three staff members to participate in professional development opportunities and attend conferences.