



# COOGTV SFAC QUESTIONNAIRE FY23



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**

CoogTV's mission is to create a welcoming environment that allows our members to learn all things production and create content from all different forms of media to the UH student body and more.

### **Approach**

Each point of CoogTV's mission will be accomplished by The Executive Board and Team Leaders throughout the year.

## **STEP 1: WELCOMING ENVIRONMENT**

CoogTV runs on member involvement. Without our members, production would not be attainable. Furthermore, to retain as many new members as possible we try to create a welcoming environment that new members will not feel uncomfortable in. During our General Meetings, all the producers had one-on-one conversations with everyone who attended. Also, CoogTV is providing more socials for our members to become familiar with one another.

## **STEP 2: TEACHING EQUIPMENT**

CoogTV's goal is to have all members be knowledgeable in all of our equipment. We want our members to be well-rounded because this will benefit the organization and themselves in the long run. We have held multiple workshops teaching camera set-up, lighting, script-writing, and studio etiquette.

## **STEP 3: INCREASE IN VIEWS**

With content being made consistent we want our member's work to be widely shown. Furthermore, if we have increase involvement that leads to more members being knowledgeable in equipment that eventually leads to more productions being produced. With more productions being made this has to the possibility of having more eyes on CoogTV. CoogTV's goal is to become professional as possible to prepare everyone for real-world experience.

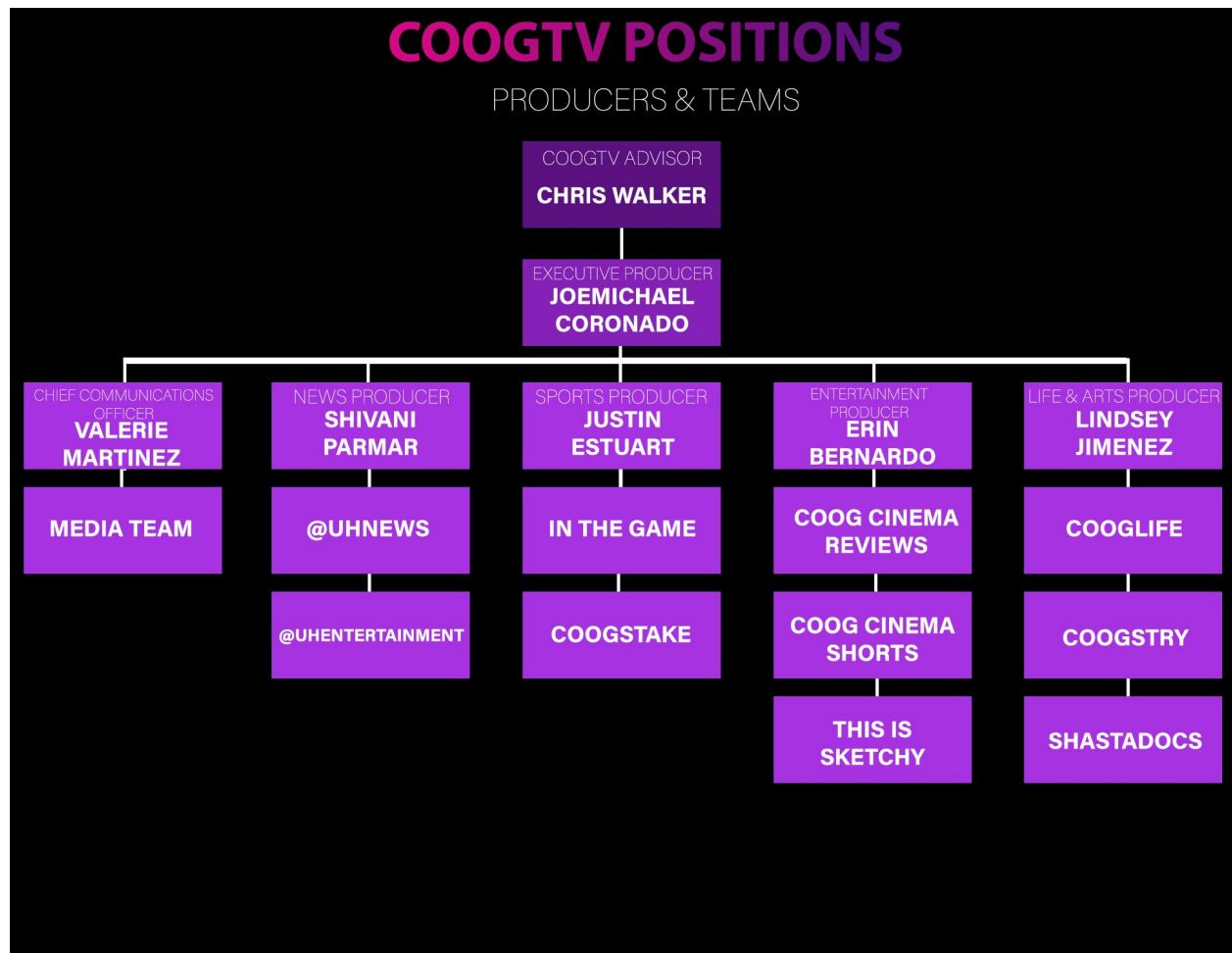
### **Fee Justification**

CoogTV's members benefit from learning and gaining experience in media production. Our members also benefit from being provided with leadership positions that help them take control of production. CoogTV is a great way to make connections when it comes to members or creating connections with other

organizations or small businesses. This organization provides more to our members than learning the basic media requirements.

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.

**Organization Chart:**





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.

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*Initiative 1: Further empower members to be actively involved*

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- **Expand the number of volunteer positions available**

In order to accommodate for the diverse skills of our members, and to apply them to the diverse needs of our organization, expand the number of volunteer roles available. This should include dedicated roles to passing on technical knowledge for video production as well as PR, marketing, and business roles that provide students with the chance to gain real-world experience for their area of study. **(SS1 & DC4)**

- **Increase engagement through competition**

Continue to enter external competitions to gain experience for our members and visibility for our organization. Host internal film competitions for CoogTV members to excite and provide them with the opportunity to push themselves and expand their skillset. Competition builds cohesion within our organization, as well as opens CoogTV members to networking opportunities. **(DC4 & SS2)**

**Comments:** CoogTV has been able to maintain most of the expanded positions by operating remotely for those necessary. However, due to Covid-19 concerns, we have had to combine certain positions that are similar in responsibilities in order to maximize member engagement and leadership opportunities. Fortunately, we are getting additional members with specific skills such as graphic design and special effects experience to improve not only our shows but our promotional work as well.

Although CoogTV has yet to participate in any external competitions this year, our Entertainment Branch has taken the initiative of hosting its own "At-Home Short Film Challenge" in which members were tasked with creating short narratives under strict requirements that each participant drew from. This opportunity has allowed members to continue practicing content creation under production constraints while driving their creativity during the stay-at-home order.

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*Initiative 2: Facilitate portfolio & resume building*

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- **Produce portfolio-worthy content**

A large barrier to many students interested in breaking into the video industry is the lack of a large enough portfolio. CoogTV will continue to ensure that the quality of videos created are worthy of being listed on students' portfolios. **(R2)**

- **Ensure that volunteer positions are beneficial to students' resumes**

Provide volunteer general board members with the experience and title that is beneficial to their professional development in order to increase the value of volunteer positions to our members. CoogTV has plenty of opportunities for our members to develop marketable skills; ensuring that these volunteer positions are named descriptively is necessary to ensure that our members have 'resume ready' titles to assist them during job interviews. **(SS3 & R3)**

**Comments:** CoogTV has seen a significant growth in its creator diversity in several ways. Unlike past school years, members have become more open minded with the branches they want to get involved with. For example, numerous members who were strictly dedicated to News and Sports in the past have stepped out of their comfort zones by taking part in productions under Entertainment and Life and Arts. This collaborative experience has allowed members to demonstrate their versatility as a creator and in turn has resulted in a portfolio that showcases both the variety and initiative that they have to offer an employer.

Our general board members have developed a lot of personal growth while holding a leadership position. We have continued to offer our members opportunities to rise within the organization as a leader and have found that having a sense of responsibility and camaraderie has motivated them to push themselves past their personal limits and insecurities. This in turn has encouraged them professionally and has made them proud of the work they have accomplished with us, which they can then showcase in their future endeavors.

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*Initiative 3: Continue to increase viewership and visibility on campus*

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- **Increase the number of videos and shows that feature non-members**

Often the presence of non-members in CoogTV videos means an increase in views due to the students on-screen sharing the video to their friends and family. This puts CoogTV in circles where it may not have been seen otherwise as well as actively participates with the University of Houston community. **(P3)**

- **Utilize the CoogTV On-Demand portal**

The CoogTV On-Demand portal is a powerful tool to build an on-campus presence. Through focusing marketing efforts to on-campus students, creating curated playlists, and adding pre-roll ads that inform students about the function of CoogTV, we will increase viewership and visibility. **(R1, R2, & R3)**

**Comments:** The CoogTV On-Demand portal seems to still be somewhat unknown amongst the student body. A majority of our members commute to campus and with the transition into virtual learning, this tool has been difficult to take advantage of as students need to be connected to the university's wifi in order to utilize it. We would need to organize a promotional campaign to market this service primarily to students that are living on campus during this time, which is in discussion for this year.

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 exists, 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.

CoogTV uses total video output and views to monitor production through YouTube for the organization.

#### **Total Video Output**

In the past school year, CoogTV produced a total of **111 videos**, averaging **11 videos** each month.

Even during the pandemic, CoogTV has increased production by averaging 2 videos more than the previous year. Although the pandemic limited our crew size production, videos were still actively being released.

#### **Membership**

CoogTV had a total of **143 memberships** on GetInvolved from the 2020-2021 school year.

To improve active memberships throughout this school we look to create genuine real connections with our members and create a welcoming environment.

#### **Viewership**

##### **TOP YOUTUBE VIEWS 2020-2021**

COOGTV GOOSEBUMPS INTERVIEW	19,842
BAD DREAMS - COOG CINEMA SHORTS	18,970
STAB AT IT - COOG CINEMA SHORTS	7,578
UNIVERSITY OF HOUSTON PRESIDENT RENU KHATOR	7,501
TEXAS RENAISSANCE FESTIVAL	1,844

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.

With CoogTV expanding and growing each year, the Executive Board has found it necessary to introduce a new paid position. CoogTV is proposing a One Time Request for our Sports Producer Position. The Executive Board has seen an increase in involvement in the last couple of years in this branch. The time and effort being a Sports Producer now reflect those producers who are regularly paid.

### **Sports Producer Statement**

Concerning the role of Sports Producer for CoogTV, it has been a stand-alone branch for the past two years. As it is a volunteer position, the Sports Producer sets weekly meetings, teaching scriptwriting, camera presence, audio, lighting, camera basics, filming at every UH Athletics game, and building connections within UH Athletics. It is their responsibility to control their branch and produce consistent content. Aside from UH Athletics, the branch has expanded by covering professional sports such as the NBA, NFL, MLB, combat sports, etc. An emphasis on getting player/coach interviews has also been implemented with the access of media passes for CoogTV. Moreover, the branch has been growing in involvement throughout the semesters and comprises aspiring sports reporters to add new skills and to pursue their goals. More importantly, the city of Houston consists of a multitude of opportunities for sports which is a great stepping stone for students aspiring to a sports journalism-orientated career. As per the request of the role being paid, the Sports Producer works just as much as other paid producers. With that being said, the time and commitment would contribute to the expectation of working 20 hours a week when they are paid. In addition, there has been a variety and consistency of sports-centric videos since sports became its own distinct branch. Not to mention, it helps enhance credibility for both CoogTV and the Sports Producer if made an official paid role of the organization. The sports branch offers a captivating environment with content areas for members to focus on and get involved with.

With CoogTV proposing an increase in student stipends, our goal is to continue the growth of membership, reach our videos to a bigger audience, and provide our members with production knowledge they can use for future projects. The Executive Board acknowledges the responsibilities and opportunities CoogTV can offer to UH students and will continue to utilize CoogTV's equipment to produce the best videos.

CoogTV inspires us to create and share amazing content with our audience of The University of Houston and others. Furthermore, CoogTV continues to constantly be present to our student body to continue our increase in memberships and maintaining member involvement. With our exceptional growth and involvement, CoogTV recognizes the student stipend no longer reflects certain producer positions.

CoogTV is proposing to increase the student stipend for two leadership positions; Entertainment Producer and Life & Arts Producer. With consistent growth and responsibilities in the last couple of years within these branches, the organization finds it necessary to have all the Producers to be paid the same.

### **Entertainment Producer Statement**

With the Entertainment Branch, we are constantly increasing member engagement and quality of production/resulting projects with efficient planning and teaching of production skills. The Entertainment Producer works more than the assigned 15 hours in order to teach members skills not only in camera/audio/equipment set-up and use, but in skills of narrative storytelling, pitching/marketability, writing, acting, directing, and more through in-depth workshops to prepare members for the best versions of our productions. Since the beginning of the new CoogTV school year term, we have planned and shot a high-quality short film with CoogTV members, planned and are coordinating a large film festival event, and are holding meetings/shoots for each Entertainment show weekly to uphold consistency and growth of each show. Entertainment has a newfound appeal and focus in learning and cultivating a healthy environment for our members to educate themselves and create the best possible content. With the amount of work that is being done, it's only fair to conclude that the Entertainment Producer should be paid a higher wage that is equal to the other show producers.

### **Life & Arts Producer Statement**

As Life & Arts Producer we work more than the 15 hours we are originally assigned. We spend our time teaching and providing our members with knowledge of our cameras, audio, lighting, and set-up design skills. For Producers in the past, we have all experienced our members learn a lot of their knowledge of production basics from CoogTV. Additionally, with our branch growing consistently these past couple of years, we are having weekly shoots with more members involved along with producing more content. Furthermore, with our branch growing, we are expanding our connections with Houston businesses such as Seismique, MYX Blend Bar, and Houston Paintball. Additionally, with the increase of our responsibilities, we have also seen an increase in our time commitment to CoogTV.

### **Entertainment, and Life & Arts General Responsibilities**

- Have weekly meetings for our branches
- Teach our members camera, audio, lighting, and more for our productions • Reach out to businesses for variety in our productions
- Monitor each and every one of our shoots
- Provide opportunities to further their goals

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.).

CoogTV did not have Fund Equity 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.

**Initiative 1: GROWTH IN MEMBER INVOLVEMENT**

- **Provide members multiple events to meet Producers and other members**

In years past one thing all members have heard or felt about CoogTV is that they feel intimidated when first joining. This, unfortunately, led to many not coming back to semesters later. We want our members to feel as comfortable as possible when joining and participating in the organization. Initially, we had our Producers reach out to older members to show we still care about their well-being. Secondly, Producers had one-on-one conversations with all new members who attended the General Meetings and shoots. If new members can acknowledge one familiar face this increases their chances of returning. **(SS3 & D2)**

- **Utilize Group Discussions**

CoogTV has started actively holding group discussions with team leaders and members. In these group discussions, ideas are brought up about marketing, editing, leadership questions, and any concerns within CoogTV. We have found this method to be incredibly effective due to members stating they felt heard and that their voice mattered. Furthermore, with members' voices being heard and listened to they will know their feedback is important. **(SS1, D2 & R1)**

**Initiative 2: EMPHASIS THE IMPORTANCE OF TEAMWORK**

- **Set leadership positions for shows**

With leadership roles for our shows, this gives a chance for our members to teach newer members equipment, studio etiquette, lighting, and more. More people who are aware of each position allow everyone to understand the importance of each role. **(SS1 & D3)**

- **Set specific roles for each shoot**

In CoogTV, our content would not be made if it were not for our members. The majority of our shoots require a minimum of 5 members to be a successful shoot. We want to emphasize the importance each role has in production. No matter where our members are cast each role is vital to make a quality video. **(SS1 & D3)**

**Initiative 3: PROVIDE MORE OPPORTUNITIES FOR OUR MEMBERS**

- **Creating connections within CoogTV and Organizations**

We want our members to be able to get the most out of this organization. CoogTV has the equipment, programs, and resources that allow us to create amazing content. Now our goal is to spread our content and make connections for the future. We want to be able to provide more opportunities for our members to transition into the real-world experience. If CoogTV is able to create these connections this provides more opportunities for internships and jobs while increasing our viewership. **(D3 & R1)**

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 CoogTV's FY2023 had a 5% reduction in the budget we would have to cut down on production materials for all branches. This would lead to a decrease in product quality due to limiting on props for Life & Arts, renting sets for Short Films, replacing years old equipment for better production, and limiting the number of shoots taken place due to not enough equipment. Furthermore, this will put us back on our initiative 2 and 3 and reduce our ability to be as successful as possible.

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.

CoogTV actively looks for new ways to help financially. Additionally, our photo booths are available and help generate revenue through other organizations renting the photobooth out. Our photobooth is able to help financially but also increase CoogTV's name at 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.**

The Jack J. Valenti School of Communication is where the majority of our members come from. Valenti teaches and provides all things pertaining to media production by offering courses and providing a set studio. Valenti also offers internship programs for its students. However, these internships are very competitive which leads to not every student learning as much as they could. Furthermore, as stated before most of our members come from the Valenti school and CoogTV helps with students' knowledge of hands-on media production.

CoogTV is an organization that allows anyone no matter what major to come and learn media production. We welcome anyone who is interested and give them the knowledge to create content for their student body. CoogTV allows members to have a creative outlet with many different forms of media. We also provide our members with leadership opportunities that help them gain leadership role experience. Furthermore, CoogTV provides The University of Houston with entertaining and informative content for the whole campus. Although both Valenti and CoogTV on the surface create similar content CoogTV allows students to express more freely and become more knowledgeable in media production.