



# CENTER FOR STUDENT MEDIA

PROGRAM QUESTIONNAIRE FOR FY 2023

**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 a new direction.

The past year provided some challenges, new opportunities, and more enriching involvement for students. The Center for Student Media completed its second year of partnership with MediaMate, 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 11 students with valuable experience in marketing and sales.

CSM continues to focus its efforts on maximizing the student experience. 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 responsible for delivering all media publications to racks, keeping pick-up rate data, and servicing advertising poster racks. These 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 of the continued media evolution and 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 and other student organizations advising and support, publication delivery, and managing 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.

**Lawrence Daniel**  
Director, DSAES IT Services and Student Media

- Assessment and Strategic Planning
- Budget, Business and ROI
- Training & educational goals
- New media development
- Advisory Committee Coordinator
- Academic and Division partners

**Student Media Advisory Committee**

**MEDIA MATE, LLC.**

**Students**  
Sales Interns (6)  
Marketing Interns (4)

- Newspaper ad sales
- Magazine ad sales
- Digital ad sales
- FFO Sponsorships
- CSM Sponsorships
- External outreach
- Student sales internship, training and curriculum
- New Business Development
- Publication Distribution
- Sales Reporting
- Assist with Circulation Management

**Pam Moon**  
Office Coordinator

**Students**  
Assistants (4)

- Operations support
- Front-desk support
- Customer service & Sales team support
- Student inquiries
- Payroll & expense reports
- Record keeping
- Manage Student Publication Distribution Staff

**Mckenzie Misiaszek**  
Instructional Assistant  
CSM Publications & Operations

- Transitions and Houstonian Magazines, other CSM Publications
- Cooglife Editor
- Assist with CSM operations
- Assists with Media Services
- Publication Distribution

**Transitions and Houstonian Magazines, Cooglife, other CSM Publications**

**Marina Vences**  
Activities Coordinator

**Students**  
Design Staff (3)

- Daily Cougar and Cooglife Adviser
- Print production support
- Digital production support
- Critiques and training of publication students
- Media Camp facilitator
- Circulation Management
- CSM Marketing

**Christopher Walker**  
Assistant Director  
Media Services and Affiliated Organizations

**Students**  
Photo/Video Staff (4)

- Coog TV Adviser
- Coog Radio Adviser
- Media Services Coordinator
- Broadcast facility support
- Multimedia production support
- Multimedia training and critique
- Media Camp Manager
- Continuous Student Leader and Bi-Weekly student staff Education and Training

3. List your unit's strategic initiatives and action steps identified for the 2020-2021 academic year and cite the specific Division of Student Affairs and Student 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](http://www.uh.edu/dsaes/about/strategic_plan.html)) UH Goals: (<http://www.uh.edu/mission/>)

### Student Success

**Goal:** Support student engagement through learning, engagement, and discovery in student media by supporting students with their growth and development in submitting nominations for Awards of Excellence within the professional student media environment. (DSAES: SS1-5 & P2 )

**Status: In progress:** With the assistance of CSM advisors, awards for CoogTV shows, Cooglifeline Instructional Assistant, and stories from the Cougar were submitted for recognition, which will be announced in late October 2021.

### Diversity & Inclusion Education and Student Success

**Goal:** Work with the Center for Diversity and Inclusion, as well as other resources and services on campus, to provide diversity, inclusion, and sensitivity training for all students engaged with the Center for Student media.

**Status: In progress:** Media Camp and the eXecutive Leadership Retreat (XLR) continue to feature training and workshops related to Diversity & Inclusion. These trainings focused on privilege and unconscious bias.

### CSM Collaboration

**Goal:** 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: In progress:** CSM continues to focus its efforts on maximizing the student experience. To expand our involvement opportunities to graduate students, we started an instructional assistantship that concentrates on enhancing Cooglifeline magazine, and other CSM publications, like Houstonian and Transitions magazine. The Cooglifeline brand is transitioning to collaboratively connect all three student media organizations to the Cooglifeline brand. This consists of CSM events featuring the Cougar, CoogTV, and Coog Radio's involvement. In the past, collaborative media support included a Cooglifeline 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 on the Cougar website.

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 experience is available through college work-study.

#### 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)

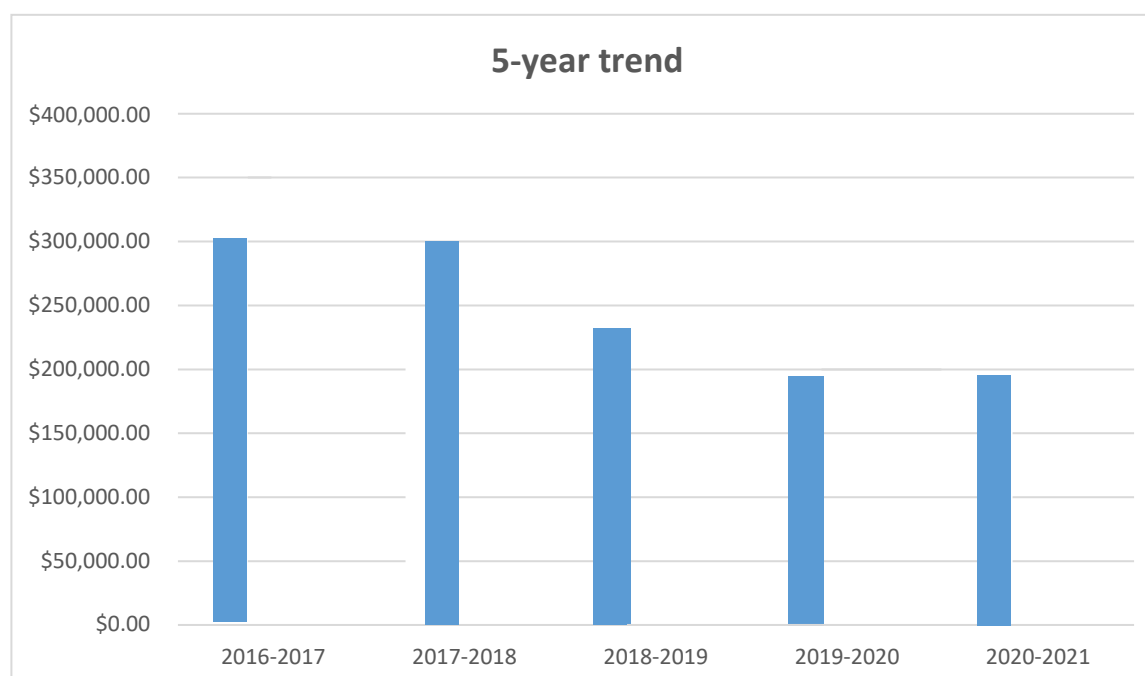
**Status:** Total income for The Cougar, Cooglife, and CSM publications was **\$189,865.36 for September 1, 2020 – August 31, 2021**. We had an estimated **\$50,795.00** in COVID cancellations, which would have earned us over **\$240,660.36** in sales revenue for FY21. Additionally, the income for Media Services was **\$8220.02** for FY21 (September 1, 2020-August 31, 2021).

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:

- **\$189,865.36 for September 1, 2020 – August 31, 2021.** We had an estimated **\$50,795.00** in COVID cancellations, which would have earned us over **\$240,660.36** in sales revenue for FY21.
- Total income for Media Services was **\$8220.02** for FY21 (September 1, 2020- August 31, 2021).

#### Revenue Breakdown by year:



#### Breakdown by Category:

	FY 2017	FY2018	FY2019	FY2020	FY2021
<b>Local</b>	\$178,458.00	\$150,905.70	\$152,137.34	\$21,726.14	\$11,957.25
<b>Campus</b>	\$108,088.97	\$66,788.50	\$65,456.65	\$64,130.00	\$70,690.59
<b>National</b>	\$11,733.37	\$12,576.01	\$12,934.96	\$106,312.50	\$105,489.47
<b>Classified</b>	\$1,560.00	\$1,684.20	\$1,863.05	\$3,258.67	\$1,861.19
<b>Total</b>	\$299,840.34	\$231,954.41	\$232,392.00	\$195,425.23	\$189,998.50

**Assessment:****CSM Advertising Satisfaction and Effectiveness****Learning Outcome/Assessment Activity Description:**

Provide a positive advertising experience to the campus and local clients that result in high levels of customer service.

**Purpose of Assessment Activity:**

To measure client satisfaction and pinpoint room for improvement in the sales, service, and programs.

**Method of Assessment:**

Survey

**Method of Assessment Description:**

Use a survey to measure the client's overall satisfaction with customer service, return on investment, billing processes, and interest in future advertising programs and media services. Incentives will include a service discount. The sample will consist of all advertisers from 2019 to the current.

**Frequency / Timeline of Assessment Activity:**

April - June 2021

**Results:**

Advertisers gave solid feedback to the following questions:

- How likely is it that you would recommend The Cougar to a friend or colleague?
- Would you please share any comments about your advertising experience with The Center for Student Media?
- Are there any advertising options you would like us to offer to help you better reach students at the University of Houston?

**Action to be taken as a result of the activity:**

Based on the feedback we received, CSM will be looking to establish a social media influencer team, expand event offerings, and offer more inexpensive options for advertising. These actions will be included in FY22 goal planning.

### Benchmarking Data –WAUPM

The Center for Student Media at the University of Houston is one of thirty-five members of the 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, listenership, etc., are 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	-1%	+1.7%	-2.7%
University of Texas	+4%	+6.3%	-2.3%
Texas Tech	-2.6%	-5%	-7.6%
University of Oklahoma	+4.8%	-2.2%	+2.6%
University of Arizona	+9%	-1.3%	+7.7%



**5. Please discuss any budget or organizational changes experienced since your last (FY2022) SFAC request, their impact on your programs, and your reason for implementing them. SFAC recognizes that some programs did not receive the funds 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.**

**Departmental Points of Pride:**

This fall CSM, Revamped the Coogliflife magazine, website, and social media, making it the collaborative arm between CSM and The Cougar, Coog Radio, and CoogTV. An Instructional Assistant was hired to manage Coogliflife Magazine and all major CSM publications, like Houstonian and Transitions.

CSM Events: the Housing Festival had 1,625 students attend over three days, and Welcome to Houston had 623 participants during Weeks of Welcome.

**Personnel Updates:**

Autumn Rendall joined the CSM team as the new Instructional Assistant for CSM publications in August 2020 and finished her term in July 2021.

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

Pam Moon joined the CSM team as the Office Coordinator in January 2021.

Mckenzie Misiaszek joined the CSM team as the new Instructional Assistant for CSM publications in August 2021

**6. If your unit concluded FY2021 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.).**

No SFAC funds returned this fiscal year.

**7. Please list your 2022-2023 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 Cooglif to attract and retain local and campus advertising, reaching \$100,000 in total revenue by close of FY 22.
- **Action Step:** Increase media services revenues by 10% by expanding awareness of service offerings to campus departments and businesses.

### **CSM Branded Student Experience**

Strategic Initiative: Implement consistent opportunities that brand and enhance the student media experience. (SS1) (UH2)

- **Action Step:** Create an assessment tool that will measure the quality of the current student experience and identify areas of improvement at the Center for Student Media
- **Action Step:** Analyze the Center For Student Media's current revenue and operation budgets to identify programming and student development support gaps.
- **Action Step:** Increase marketing and awareness of current Center for Student Media student involvement opportunities.

### **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 student media organizations and student staff members 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 maintains cutting-edge services, programs, and student-centered opportunities.

**8. Recognizing that the potential to generate additional Student Service Fee income for FY2023 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 result in a **\$10,374.05** budget cut, impacting printing, student training programs, office supplies, and staff apparel.

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|--|---------------------|
| • CSM operations ( Office Supplies, Programs, Staff Shirts/Uniforms) | \$7000.00           |
| • Printing of CSM publications                                       | <u>\$3,374.05</u>   |
|  | <b>\$10, 374.05</b> |

**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 2020-2021, most revenues continued to come from print and online advertising associated with publishing the newspaper, special sections, and magazines. The following revenue streams have continued into FY2022:

- News rack posters
- Media services
- Bi-Weekly Print of Cougar
- Website & Social Media Sponsorship
- CoogTV sponsorship
- Coog Radio sponsorship
- Sponsored Events
- Cooglife publication
- 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.