**Student Fees Advisory Committee** 

**Presentation FY 2025** 

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**News on the Daily** 

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Indian Eloquence. A writer in the New-York Mirror, gives this lament of an Indian Warrier of the Yamassee tribe over the gravesof his fathers and the recollections and affections of his youth. It is "the majesty of grief without its weakness."

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## **Our mission**

- A news organization and public forum for the UH community
- A vital source of information for students, alumni, faculty and staff
- A learning laboratory for students who want to thrive in the journalism industry



Student Success/FTIC Retention

# Our Initiatives

engagement

#### Alumni engagement

The Cougar is a learning laboratory that empowers aspiring journalists and writers to attain their professional goals regardless of experience.

The Cougar serves the UH community and works alongside internal and external departments to bring the most accurate information that keeps students engaged with university politics.

The Cougar continues to keep in contact with former alumni and regularly invites them back to campus to share their industry insights and experiences with current students.

# **SS1: Student Success**

#### **Robert De La Garza**

CBS19 Multi-Skilled Journalist



Credit: CBS19



John Lomax V BREAKING NEWS REPORTER



John Lomax V is a breaking news reporter for the Houston Chronicle.



Latino Communities Reporter Jhair Romero



Haya is a general assignment reporter with KUT, focusing on Travis County. She graduated from the University of Houston in 2022 with degrees in political science and journalism. She has also served as a fellow for The Texas Newsroom and reported for Houston Public Media and KERA in Dallas.



#### LOCAL NEWS

#### **Trey Strange**

Malachi Key, KPRC 2

Show Writer trey.strange@vice.com

#### Atirikta Kumar | Houston Public Media



#### **SS5: Increased student engagement**



#### P1: Alumni engagement













## **Engagement Metrics - Web**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2010					8.4K	24.4K	28.1K	27.5K	53.1K	57.5K	56.0K	23.1K	277,98
2011	50.2K	71.6K	67.1K	52.6K	26.9K	18.5K	14.6K	37.9K	70.2K	106.3K	95.1K	48.1K	659,12
2012	61.2K	84.5K	104.0K	91.7K	37.3K	42.2K	46.2K	49.7K	82.9K	75.7K	62.9K	40.4K	778,80
2013	53.1K	56.3K	58.6K	66.7K	36.5K	63.3K	61.2K	55.6K	120.4K	132.4K	99.0K	63.4K	866,57
2014	86.7K	94.9K	92.6K	103.5K	55.0K	72.8K	54.5K	75.2K	121.8K	124.9K	148.5K	51.7K	1,082,16
2015	75.9K	115.0K	115.1K	137.7K	72.7K	72.6K	62.8K	76.2K	108.0K	127.1K	109.0K	64.6K	1,136,68
2016	56.4K	82.3K	66.3K	86.4K	78.8K	51.6K	66.4K	85.6K	91.8K	79.9K	78.3K	40.8K	864,45
2017	66.6K	79.2K	85.4K	70.0K	35.9K	21.3K	19.7K	50.8K	120.3K	65.2K	40.9K	23.6K	678,95
2018	33.8K	45.2K	48.6K	41.9K	33.0K	26.6K	26.3K	35.0K	46.3K	63.8K	41.0K	25.1K	466,65
2019	34.3K	37.8K	44.9K	40.4K	28.6K	40.6K	30.6K	51.0K	52.0K	55.6K	86.3K	31.6K	533,70
2020	49.8K	86.4K	48.7K	37.9K	35.9K	73.7K	40.0K	39.9K	52.9K	59.5K	64.0K	77.8K	666,49
2021	140.7K	72.2K	101.3K	76.9K	72.2K	56.1K	53.2K	95.1K	84.9K	100.0K	123.2K	69.5K	1,045,37
2022	69.5K	65.1K	102.9K	64.8K	64.4K	49.2K	51.1K	61.3K	73.2K	64.1K	55.2K	59.8K	780,78
2023	48.6K	70.2K	78.6K	50.9K	35.3K	30.3K	26.9K	29.3K	47.0K	71.0K	56.0K	34.3K	578,40
2024	49.8K	91.0K	61.6K	52.6K	26.6K	30.2K	35.2K	59.7K	43.4K	17.9K			468,05

2022-2023: -29%

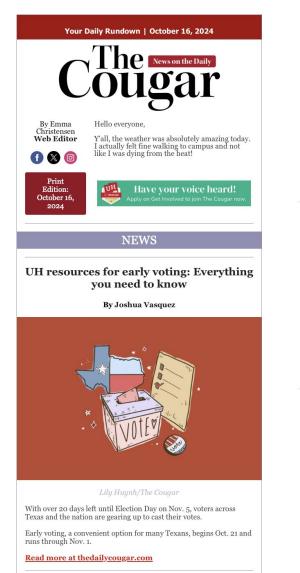
#### **2023-2024: -14.6%**

The gap of the decrease in views is lessening. Since we have a month left, the percentage might be lower.

#### <u>Reasons</u>

- Hiring more underclassmen and assistant editors, prioritizing newsletter and social media

## **Engagement Metrics - Newsletter**





1.718.988 Sends

#### Open Rate: 36%

#### Click Rate: 5%

### Subscriptions: 15,075

## **Engagement Metrics - Instagram**

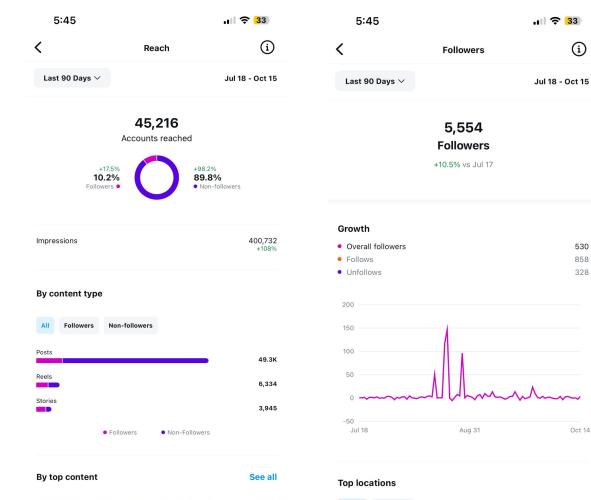
530

858

328

58.6%

2.4%



Cities

Houston

Pearland

Countries

### Milestones: reached 5,000 followers

#### Reach: 45k accounts

#### Followers: 5554

# Requests

# **Travel: Professional development**

CMA

- FY 25 Additional one-time: Spring College Media Association Conference -\$7,340
- FY 25 one time: Tribfest '24 -\$2,989.20



# **Big 12 Travel**

- FY 2026 one-time: 12k in the Big 12 **\$12,720**
- These two requests will allow our sports section to expand its coverage to suit the needs of the Big 12.



# Awareness: Campus marketing and merch

- FY 25 one-time request: \$11,108.80 for on campus marketing, merchandise purchases and updates to our stands.
- On-campus awareness has been identified as a key issue moving into fy 25.
- With this request, The Cougar will be able to better serve its primary audience and ideally engage more with the campus community.







# FY 2026 One-Time Request - Equipment

- FY 26 one-time request:
  \$5,300.00 for equipment.
- Photojournalism is a priority at The Cougar and we need equipment to keep up with the demand of incoming photographers and article requests.













# FY 26 Base Funding Request - The Cougar Digital Footprint

- Adobe: **\$1,500.00**
- Canva Pro: \$120.00
- Issuu: **\$562.84**
- AP Stylebook: **\$335.00**
- Constant Contact: \$1,500.00
- Wordpress: **\$5,000.00**
- Total: **\$9,558.91**
- These requests will allow The Cougar to address many of it's digital infrastructure issues and have a more stable platform.



The SNO Sites platform enables media advisers and student journalists to focus on journalism.

## FY 26 Base Funding Request - News Editor 2

- FY26 Base Request— \$7,740 for News 2 Editor position
- UH Administrative Charge (6.0%): \$464.40
- Subtotal: \$8204.4
- These requests will allow The Cougar to increase the visibility of student voices on campus



