



SFAC Program Questionnaire



CENTER FOR STUDENT MEDIA



FY 25-26



STUDENT FEES ADVISORY COMMITTEE (SFAC)
FY2026 PROGRAM QUESTIONNAIRE

INSTRUCTIONS: *Please respond to all questions. **An electronic copy of your responses in PDF format should be sent to the SFAC Committee via the Dean of Students Office, at dlyoung4@central.uh.edu by 1:00 p.m., Friday, October 18, 2024. It should be noted that only electronic submissions will be considered. Only those requests submitted by 1:00 p.m., October 18, 2024 will be guaranteed full consideration.***

1. Please provide a one-page executive summary of your questionnaire responses. This summary should include, in brief terms: your unit's mission, goals that support your mission, and a justification of your unit's student fee allocation in terms of benefits for students.

The Center for Student Media (CSM) has expanded its collaboration with the Valenti School of Communication to provide more engagement opportunities for students beyond participation in CoogTV, Coog Radio, or The Cougar. This partnership aims to create new roles for students in media, and one exciting project in development is a student-run TV production that will spotlight the lives of UH student-athletes outside of their athletic achievements. This production is slated for launch in Spring 2025.

CSM is a cutting-edge, multi-platform laboratory that prepares students for real-world media practice and leadership through professional media advising, hands-on training, and revenue-generating activities to support student-driven media initiatives. The center creates a comprehensive framework for media production, distribution, audience measurement, and assessment, providing support and advice to The Cougar, CoogTV, and Coog Radio. Additionally, CSM produces key publications such as Transitions Magazine for all new UH students and The Houstonian, a publication for graduating students. It also offers media services to campus departments and student organizations.

The center continued its partnership with MediaMate, a college media firm that manages its advertising and marketing efforts. This partnership has enabled CSM to offer an Advertising & Marketing internship program, open to all students, providing hands-on experience in marketing and sales. So far, multiple cohorts have completed the program, giving students valuable career-building opportunities in media. In its ongoing effort to maximize student involvement, CSM launched a graduate assistantship program that focuses on enhancing Cooglife Magazine, The Houstonian, and Transitions Magazine. CSM is currently seeking additional funding to create a new graduate assistantship position to support its growing Media Services department. Additionally, work-study opportunities are available for students to assist with publication delivery, pick-up rate data collection, and the maintenance of advertising poster racks.

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

Department Vision: The Center for Student Media aspires to be a cutting-edge multi-platform laboratory that prepares collaborative, innovative and creative students for real-world leadership.

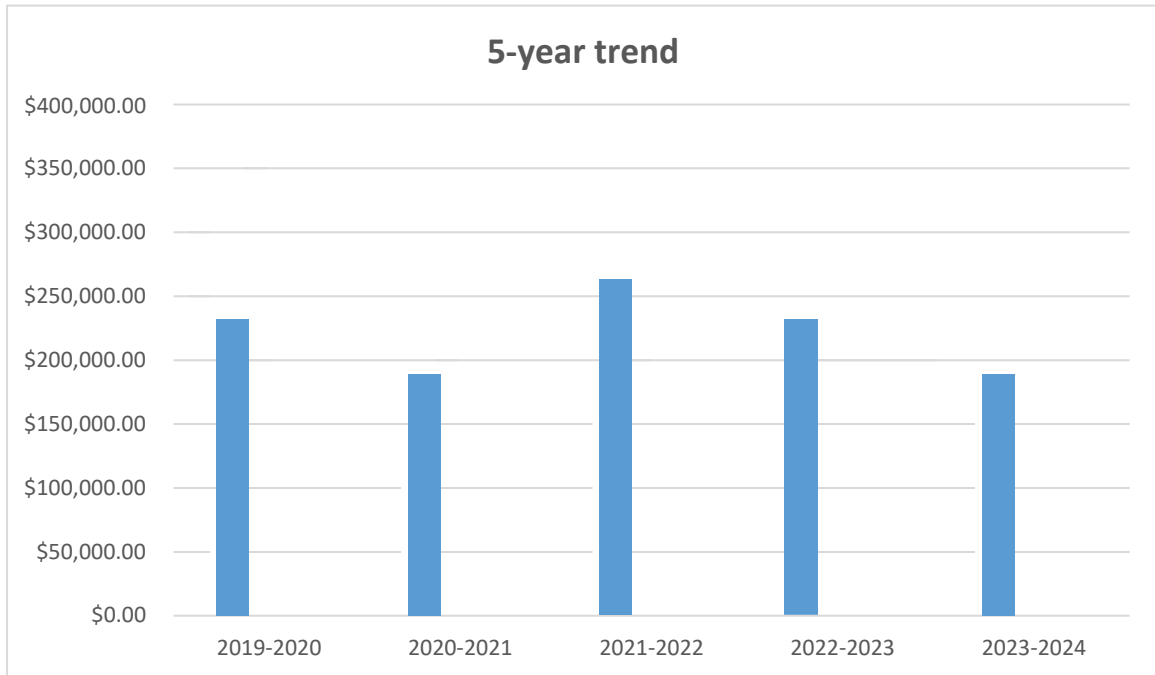
- The CSM's management of revenue-generating activities and other student organization advising and support, publication delivery, and management of various university workflows and processes fulfill the supporting role.
- The empowering role is facilitated by the center's focus on education and training 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. Please discuss the means that you are utilizing to evaluate both your success in achieving the DSA strategic initiatives and/or action steps and their importance as compared to others that you might pursue. Where data exists, discuss any assessment measures and/or learning outcomes used to evaluate program success. Please provide the method for collecting this data.

Utilization Reports:

- Total income for sales revenue **\$199,389.33** for FY24 (September 1, 2023 – August 31, 2024.)
- Total income for Media Services was **\$8,378.00** for FY24 (September 1, 2023- August 31, 2024).

Revenue Breakdown by year:



	FY2020	FY2021	FY2022	FY2023	FY2024
Local	\$21,726.14	\$11,957.25	\$13,957.25	10,490.00	\$11,957.25
Campus	\$64,130.00	\$70,690.59	\$85,690.59	\$91,303.43	\$59,690.59
National	\$106,312.50	\$105,489.47	\$155,361.76	\$137,927.76	\$125,489.47
Classified	\$3,258.67	\$1,861.19	\$885.57	\$3391.10	\$2,252.02
Total	\$195,425.23	\$189,998.50	\$255,895.17	\$243,425.23	\$199,389.33

Assessment – serves as the basis for many departmental decisions and new initiatives.

Post-Media Camp Assessment Summary

DSA Business Office Practices for Students: Payment Issues

- **Overview:** Students encountered challenges related to payment processes, specifically delays and unclear guidelines in managing payments for student-led projects.
- **Student Feedback:**
 - "The payment process is unclear and takes too long. It's hard to plan finances when we don't know when we'll be paid."
 - "Better communication from the business office would help—some of us had to follow up multiple times before getting paid."

Actions Taken:

- CSM is working with the DSA Business Office to streamline the payment process for students. Clearer guidelines and timelines have been communicated to ensure students understand the process and when payments are expected.
- Regular updates and reminders will now be provided to students regarding payment schedules and procedures, with designated points of contact for resolving issues.
- CSM is working with DSA Business Office to establish a clear, systematic guide was created for students to follow, and deadlines for payment processing were introduced to ensure timely payments. Regular updates on payment statuses are now communicated via email.

CSM External Review Results

- **Overview:** The external review of CSM highlighted strengths in the center's media advising and training but noted areas for improvement in supporting students' leadership development and familiarity with emerging trends in media platforms.

Student Feedback:

- "We need more workshops that teach leadership skills—we often work in teams, and knowing how to lead a project is essential."
- "It would be great to have sessions on emerging social media platforms, as these change all the time, and it's hard to keep up on our own."
- **Action Taken:**
 - CSM has expanded its offerings to include leadership training workshops, focusing on team management, project leadership, and strategic thinking.
 - A series of workshops focused on emerging social media platforms and trends have been added, helping students stay up to date with the latest media technologies and strategies.

Organization Budget Overviews

- **Overview:** CSM's budget reviews revealed a need for better resource allocation to support professional development and the expansion of student involvement in workshops and hands-on media experiences.
- **Student Feedback**
 - "I love the workshops, but sometimes we don't have enough sessions or resources to cover all the topics we're interested in."
 - "More funding for hands-on training would allow us to explore different areas of media, like new social media tools or leadership programs."

Actions Taken:

- CSM is actively seeking additional funding to expand its workshop offerings and professional development programs.

- Plans are in place to increase the number of hands-on training sessions, covering a wider range of topics, including leadership skills and new media tools, ensuring that all student interests are addressed.

3. Please discuss any budget or organizational changes experienced since your last (FY2025) 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.

2023-2024 Department Highlights:

- Hired two new instructional assistants to assist with CSM publications, Cooglif, Events, and Media Services.
- Marketing efforts for events led to an increase in attendance and awareness of the three media organizations. The organizations have seen a 6% increase in membership overall, and event attendance has increased by 4%.
- CSM collaborated with CSI and DSA IT to host Cougar Connection in August 2024. This event brought close to 300 students together to meet and participate in Ice Breakers.

2023 – 2024 Personnel Updates

- In August, Larsha Flowers joined the CSM team as the Instructional Assistant for Student Publications and Operations.

Budget Changes

- The Student Service Fee no longer provides the Center for Student Media's base funding from SFAC. As of FY25, the University/Student Center Fee provides base funding. Center for Student Media does continue to have the opportunity to request One-Time funding from the SFAC-recommended Student Service Fee.

4. Recognizing that the potential to generate additional Student Service Fee income for FY2025 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 5.0% in your total FY2025 base Student Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made.

Not applicable. Other than One-time funding, which will require a formal request each year as needed, The Center for Student Media does not receive any base funding from SFAC.

5. 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 2023-2024, 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 FY2024:

- News rack posters
- Media services
- Weekly Print of Cougar
- CoogTV sponsorship
- Coog Radio sponsorship
- Cooglife publications
- Sponsored Events
- Digital Web Ads
- Social Media Posts
- CSM Publications
 - Houstonian
 - Transitions