



Division of Student Affairs
UNIVERSITY OF HOUSTON

The Cougar



Department Highlights



- Over 2 million views on Instagram in the past 90 days
- 15% increase in online viewership, current 2025 viewership: 642, 625
 - Compared to 556,389 in 2024, 578,683 in 2023.
- Over 24,000 newsletter subscribers, 86% newsletter open rate, with a 2% click rate
- Valenti School of Communication Liaison partnership with Professor Geoffrey Roth
- Host several workshops with Houston Chronicle reporters Joseph Duarte, Jhair Romero, John Lomax, Samantha Ketterer, and HC Editorial Board members.
- Won 2 awards at the Texas Intercollegiate Press Association
 - 2nd place for Sports Game Story – Division 1
 - 2nd place for Sports Action Photo – Division 1

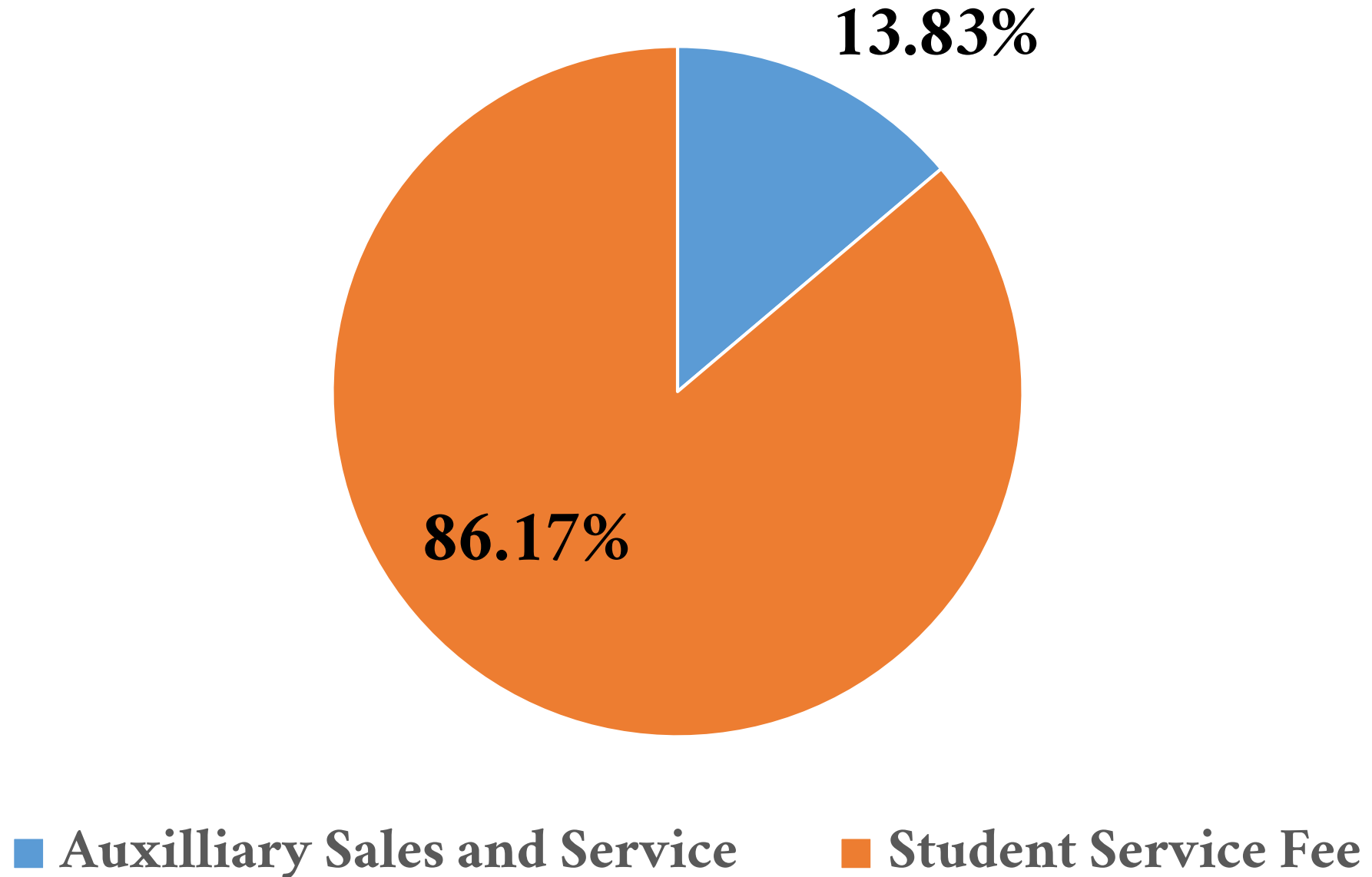
FY27 New Initiatives

- **Student Success/FTIC Retention:** The Cougar is a learning laboratory that empowers aspiring journalists and writers to attain their professional goals regardless of experience.
- **Increased student engagement:** 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.
- **Alumni engagement:** 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.

Budget Information

- Student marketing, outreach & awards: \$5,300
- Digital footprint: \$11,678.91
- Photojournalism equipment: \$5,300
- Spring CMA conference travel: \$12,000
- Cougar Sports travel: \$13,483.20

FY 26 Budget



Budget Information

Type of Fund	FY 26 Budget
Auxilliary Sales and Service	13.83%
Student Service Fee	86.17%
Grand Total	100.00%

Student Service Fee Prior Year and Current Year Budget and Actuals

Budget Node	FY25 Budget	FY25 Actuals	Variance	FY26 Budget
Maintenance & Ops				
Student Programs & Events	\$ 11,486	\$ 11,803	\$ (318)	\$ 8,817
Contracts	\$ 57,915	\$ 59,518	\$ (1,603)	\$ 44,459
Supplies	\$ -		\$ -	\$ -
Facilities & Equipment	\$ 243	\$ 250	\$ (7)	\$ 187
Other M&O	\$ 19,668	\$ 20,213	\$ (545)	\$ 15,099
Travel & Business	\$ 11,700	\$ 11,633	\$ 67	\$ 1,950
Admin Charges	\$ 6,172	\$ 6,205	\$ (33)	\$ 4,231
TOTAL	\$ 107,184	\$ 109,623	\$ (2,439)	\$ 74,742

