

UNIVERSITY of HOUSTON



Student Video Network

FY 2012
Student Fee Advisory Committee Request

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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:

Student Video Network (SVN) at the University of Houston is a student-run television station for all UH students wanting to expand their college experience by being creative and immersing themselves into an active studio environment.

Our mission is to:

1. To inform, educate, and entertain University residents and non-residents by creating and providing original student programming.
2. To act as a source of connection and networking for students, University, and Houston community.
3. To provide opportunities for involvement to all students.
4. To develop students into student leaders.

Method of Accomplishment:

The 120+ members of the Student Video Network come from an array of majors, utilizing individual skills to maintain organizational efficiency and unique creativity to reach the goals that are set by the executives and members for the organization.

School of Communication has been a great asset to SVN, offering technical consultation and enhanced programming opportunities for SVN students. This working relationship with the School of Communication will help increase the membership of communication students and enhance their own college experience.

Collaborates with numerous student organizations in the development of more informative and entertaining video content for the UH community. Thus, allowing SVN members to gain field experience and increase overall student involvement on campus.

Students in SVN have the opportunity to gain leadership experience in production management, event planning, media production, public relations, team/people management, studio management, etc.

Justification:

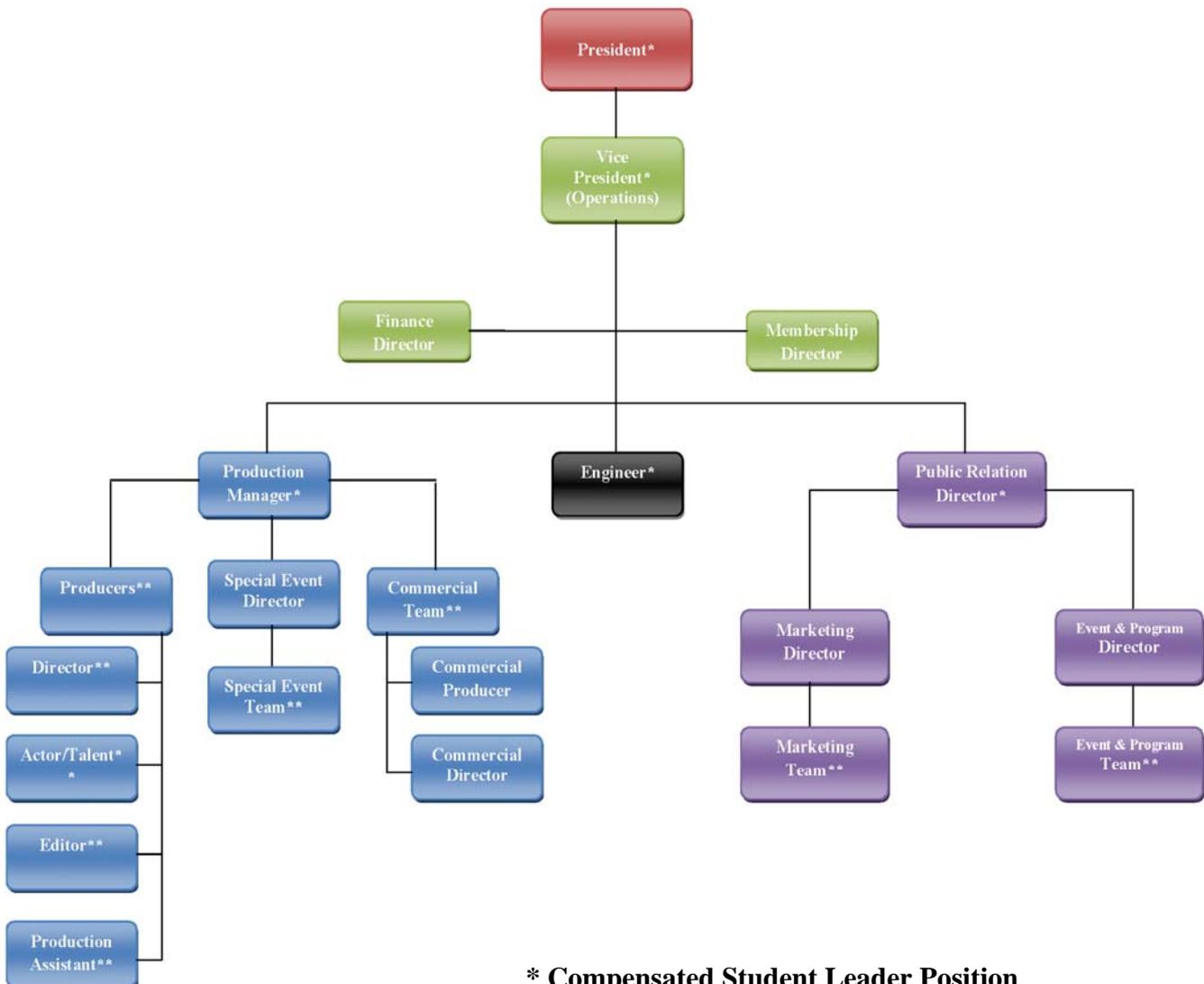
Among student organizations, SVN holds one of the highest responsibilities as programming must be constantly aired. Scheduling and updating the broadcasting system to achieve 24/7 during the school semesters to maintain our level of expectation.

SVN: Channel 6 is the only on campus entity that provides students the opportunity to develop and broadcast their own media projects. SVN also airs recent popular blockbuster movies before released on DVD.

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, custodian, etc), note this on your chart. Student employees should be cited on the chart and identified as students.



University of Houston Student Video Network Organizational Chart



*** Compensated Student Leader Position**
****Multiple Staff Position**

List the objectives that you provided with your 2010-2011 SFAC requests. Please comment on your success in achieving these objectives. If an objective changed during the year, please note this and explain. Also, list any new objectives, the rationale for the addition, and comment on your success in achieving these objectives.

Objective 1: Maintaining quality on-air programming.

1. Create a new season each fall and spring semesters of 4-8 student produced television shows.

Accomplished/Ongoing

- SVN has seven television shows in production during 2010-2011: *“Intuition,” “Underground,” “Kick TV,” “Cougar Comedy,” “The Good Stuff,”* and *“It came From the Public Domain.”*

“Intuition” is a women’s talk show much like *The View* featuring four outgoing women who discuss topics related to current events and other entertaining material.

“Underground” highlights local music artists and serves as a medium to promote these artists’ work.

“Kick TV” is a variety show that helps students and alumni to show off their creative work from class projects to short videos.

“Cougar Comedy” entertains the UH community by highlighting both local comedy shows and well-known comedians.

“The Good Stuff” is a cooking show that introduces creative and easy ways for students to make delicious dishes.

“It came from the Public Domain” is an educational and entertaining show that displays historical films and cartoons from the past.

- There is one show that is currently in pre-production: *“Cougar News and Views.”*

“Cougar News and Views” is a campus news show, created by the School of Communication that discusses University-related programs and the Houston Community.

Since the School of Communication is going through a revocation of their current studio and have located PBS, along with limited production resources. The show has been placed on temporary hold till Fall 2011.

SVN President will be following up with Professor Craig Crowe, Show Instructor, to find alternative space.

2. Maintain 24/7 programming through fall and spring semester

Accomplished/Ongoing

- SVN has developed understanding of unique features within our Programming Schedule, provided by SWANK. Intermissions have been placed as emergencies, in case computer or program errors.
- SVN Engineer, Coleman Rink, has been developing an alternative programming schedule within Microsoft Excel to reduce the time of developing a programming from 10 hrs/week to 3 hrs/week. Though the program is operational, it still needs modifications before it is considered perfect.

3. Continue providing 24/7 programming through summer and winter break consisting of movies, commercials, trailers, and reruns.

Accomplished/Ongoing

- SVN Engineer, Coleman Rink, has ensured that the programming throughout the summer and winter break is kept diverse, ranging entertaining original programming to blockbuster hit movies.

4. Identify and eliminate UH broadcast signal interference

Accomplished/Ongoing

- In previous years SVN has encountered technical issues with the quality of the broadcasting signal. This was due to having two separate transmitters (one from the Residential Life and Housing Department, for students currently living on campus, and the other from Information Technology Department, which provides viewership throughout the University, referred to as the blue network.)
 - ❖ President Viral Bhakta and Raj Patel, System Administration for the Residential Life and Housing Department, met and resolved issues related to the RLH transmitter in Spring 10. Unfortunately, the problem seems to have arisen again, and SVN President will once again meeting with Mr. Patel to resolve the issue.
 - ❖ President Viral Bhakta and Mike Matthews, Analyst with Telecom, have discuss the issues related to the blue network and resolved issues with the transmitter. The problem seems to have arisen again, SVN President will be meeting with Mr. Matthews before Spring 11.

Objective 2: Increase student body awareness and involvement with Student Video Network.

1. Make original programming more accessible on the web.

Accomplished/Ongoing

- SVN has utilized the You Tube Channel to post videos as a venue for students off-campus to be informed and updated on new original programming and commercials.
- SVN has also been included into “CougarVISION” on IPTV in the Cougar Village, allowing students within this resident hall to access television online.

2. Increase the responsiveness of General Assembly by promoting events.

Accomplished/Ongoing

- SVN has had a three day long Outdoor Movie Festival which was utilized to get students more involved with SVN and inform students about how to get information regarding General Assembly Meetings, Production Classes, Outdoor Movie Screenings, and Television Shows that are currently airing on SVN.
- SVN has utilized “Free Movie Passes”, provided by Moroch Entertainment, on Facebook by simply executing a Q&A about SVN. Some question related dates of events, name of production forms, and knowledge of SVN Executive Board,. This allows students to be more interactive with our Facebook Page. For example, See Image 1.

3. Develop a new SVN website that is more accessible to members and university.

In process

- SVN will be working with Albert Chao, CSI Web developer, to establish a resourceful website by end of Fall 10. The website will include sections such as:
 - TV Schedule
 - Monthly Movies
 - Resources (Media Related)
 - Media Terminology
 - Reference websites
 - Job Postings
 - Alumni Section
 - Online Membership Form
 - Picture/Video Gallery
 - Original Programming Section (Producer)
- Updates can be seen on www.uh.edu/svn/test

4. Continue to update students using online resoures such as SVN website, Facebook, You Tube Channel, and Twitter.

Accomplished/Ongoing

- SVN is constantly updating all online media sites to increase visibility throughout all avenues. Though the SVN website is not currently available to be updated by the SVN Executive Board, we are working with Center of Student Involvement's Web Developer, Albert Chao, to develop a new website that will resolve these issues.
 - Recently, SVN has established a NEW Facebook Profile: SVN UH, with 800+ students, which is one new way we communicate to our members and UH community; the profile is updated on a daily basis.
5. Speak to more classes within the University to increase membership and awareness.

Accomplished/Ongoing

- SVN has spoken to seven university classes about specific opportunities that can help student gain more experience in such as marketing, video productions, graphic design, public relations, etc. We approached students in degree programs including:
 - Public Relations
 - Media Productions
 - Digital Media
- We are also looking into speaking to classes in the following degree programs:
 - Marketing
 - Fine Arts

Objective 3: Enhance skill development among members.

1. Continue to have production classes to inform and educate new and current members.

Accomplished/Ongoing

- SVN has had 3 production classes every week since the 3rd week of September, and should teach 8 – 12 classes per month. Attendance of classes is specified in more detail on Question 4: Attendance Table. These classes include:
 - Lighting
 - Editing
 - Studio Production
 - Audio
 - Camera Theory
 - Camera Composition
 - Script Writing
- SVN will also be looking to have University Professors from specific departments to assist with the teaching of classes, and possibly do advanced seminars.
- These classes are used as prerequisites to renting out SVN Equipment, which is tracked by our Membership Director and Production Manager.

- Utilize all opportunities to sign up potential members, such as summer orientations.

Accomplished

- SVN President and other executive board members have participated in summer orientation organization fairs, communication school rush week, and transfer orientations to increase the amount of new members. SVN has collected over 300 students contact information, which has been inputted into our listserv and email account.

- Maintain project management system through developing a idea for a show to broadcasting the show on SVN.

Accomplished/Ongoing

- A show takes a great deal of organization and labor to create. Producers lead the project in order to ensure it is successfully executed and on schedule. They recruit the most talented writers and crew for the show. They make sure that writers submit their scripts on time, that talent is punctual, and that the technical crew knows how to operate the equipment necessary to create an episode. A Producer makes sure that all the equipment needed for production is available and reserves it for their show. Producers are expected to submit a production folder three days prior to filming for review by the Production Manager. The folder is used as a tool to ensure that a show can be produced effectively and with quality. The folder should include the following documents and are now mandatory:

- Production Proposal (NEW)
- Production Proposal Approval Document (NEW)
- Contact Info of Cast/Crew (NEW)
- Production Guidelines (Updated)
- Production Packet for each Original Programming episode
 - Studio Reservation Form (if required)
 - Equipment Check-Out Form (if required)
 - Location Release Form (if required) (Updated)
 - Photo Release Form (Updated)
 - Broadcast Release From (New)

- Increase communication skills to better develop leadership abilities through administrative roles and production team.

Accomplished/Ongoing

- SVN President and Past Event and Program Director executed a fall retreat for the Executive Board which focused on team building skills, communication, event and marketing planning and production forms.
- SVN Production Manager, Ali Iqbal, has established monthly Producer Meetings to help producers discuss details about the development and quality of their show, along with reviewing previously created episodes

and opportunities to market their shows during SVN Events and General Assembly Meetings.

5. Develop Networking Opportunities for SVN members by bringing successful SVN alumni and experienced media-industry oriented individuals to the university.

Ongoing

- The goal of these networking seminars will be to help current SVN members stay more active within the organization and open up networking opportunities. SVN Alumni and other media-industry oriented individuals will share their college experiences and then discuss the leadership and technical skills that they had to acquired which led them to a successful career within the media industry.
 - SVN has already brought Donal Logue, actor from “Grounded for Life” and Michael Raymond-James, actor from “True Blood” to the University for their NEW FX TV Show “Terriers.”
 - The event consisted of a screening of “Terriers” and a one hour Q&A, where several students had the opportunity to ask various questions about the production and theatrical side of the making of the series, along with many questions that were related to getting into the industry.
 - SVN will be having its first “Networking Seminar” on October 19, 2010 in the World Affairs Lounge with SVN Alumni Gus Forward and Aaron Rodriguez.
 - Gus Forward will be discussing:
 - How SVN got started and how far it has come. Along with all of his past experience that has helped him acquire his position today.
 - His unique knowledge that he has gained during his time with the organization
 - How to be an effective Producer and some principles to follow.
 - Then discuss more about his job and what his responsibilities are as Marketing Manager
 - He will shortly discuss some of his future projects with the University.
 - Aaron Rodriguez will be discussing:
 - The knowledge he has gained as a videographer and editor at SVN and how you apply that knowledge daily to your current position
 - Then introduce a video project that he has done throughout the semester.
 - After the screening, he will demonstrate how he clipped the frames of these videos together from

beginning to end in Final Cut Pro and Adobe After Effects.

- SVN will be working with SVN Advisor Daniel Gray to bring Sony Picture Image work's Editor AJ Scuitto to our next Networking Seminar.

6. Increase and update documentation throughout the organization.

Accomplished/Ongoing

- Over the summer, SVN President, Viral Bhakta, has developed and updated various production forms to help students have a guideline from the very beginning of production to broadcasting the final product. Below is a list and description of each document.
 - **Production Guidelines (Updated)** – This guideline helps outline deadlines for specific for document, copyrights, censorship, producer policies, management during pre-production to post-production. Simply a Producer's Bible for productions.
 - **Production Proposal (New)** – This form will serve to help students propose a TV show (SVN Original Programming) that they would like to create on SVN. The document contains examples that should help students significantly.
 - **Production Packet (Updated)** – This form helps producers stay organized during the creation of each episode. Includes forms such as:
 - Photo Release Form – University required form, required when any digital photo or video media is taken.
 - Location Release Form – Allows producer to secure a filming location.
 - Studio Reservation Form - Allows producer to reserve the SVN studio.
 - Equipment Check-Out Form – Allows producers and experienced members to check out equipment. Successfully completed production classes required.
 - Broadcast Release Form – Allows producers to receive confirmation when show is being input into broadcasting software.
 - **Marketing/Props Request Form (New)** – This form allows producer to receive marketing or props for their show, but can only be utilized after specific requirements are met.
 - **Commercial Request Form (New)** – Allows student organizations to request a commercial. Has example of storyboards and scripts attached that should help students significantly. Primarily handled by the Commercial Producer and overseen by Production Manager

- **Event Coverage Form (New)** – Allows student organizations to get events filmed. Primarily handled by the Special Events Director and overseen by Production Manager.
- SVN will be developing more forms that will help the organization have more standardized methods. These forms include:
 - **Inflatable Screen Rental Form**
 - **Event Proposal Form**
 - **SVN Point System Incentive Program Packet**

Objective 4: Improve events and marketing strategies for SVN.

1. Develop a yearly public relations strategy and implement it in a timely manner.

Accomplished/Ongoing

- SVN Public Relation Director, Tony Ohonba, has developed public relations/marketing strategy that will be implemented throughout the rest of the semester.

2. Increase the use of the SVN logo amongst video content.

Accomplished/Re-evaluated

- Inserting a SVN Logo throughout all SVN media requires a significant amount of rendering time during the editing and exporting process. As a result, SVN has purchased a logo generator that inserts a water-mark image on the bottom right of the television screen to assist with brand and marketing. SVN currently has three images that are cycled through:
 - First Image: SVN Logo
 - Second Image (Text): Questions? Comments? Concerns? Email: channel6svn@gmail.com
 - Third Image (Text): Visit Us @ www.uh.edu/svn Facebook: Student Video Network

3. Continue to design creative flyers, banners, and promotional items with Student Video Network logo.

Accomplished/Ongoing

- SVN has developed flyers and banners for our three events:
 - Outdoor Movie Festival
 - Outdoor Movie Screening
 - Screening Tour w/ Donal Logue and Michael Raymond-James
- SVN has developed marketing standards for all flyers and banner. The following must be included:
 - SVN Logo
 - Facebook: Student Video Network
 - Twitter: UHSVN
 - Visit us @ www.uh.edu/svn
 - Email: channel6svn@gmail.com

- In regards to promotional items, regardless of what the item is the following must be included:
 - SVN Logo
4. Utilize campus magazines and newspaper to advertise events and production classes
- In Process**
- SVN President, Viral Bhakta, has met with the Production Manager, Matt Dublin, and current Editor in Chief of The Daily Cougar about establishing ad space. They have informed SVN of several methods of advertising that SVN will be implementing of throughout the year.
 - SVN has established two ads in The Daily Cougar.
 - Both ads were in regards to The Screening Tour with Donal Logue and Michael Raymond-James.

5. Develop a marketing strategy that will help students receive contact information through documents.

Accomplished

- During the development of several production forms and executive board applications, SVN has developed a Header that is placed on each form. This consist of the following information:
 - SVN Logo
 - Email
 - Phone Number
 - Address

6. Increase the occurrence of the Outdoor Movie Festival in the Fall and Spring

Accomplished

- SVN successfully executed two Outdoor Movie Festivals:
 - Spring 2010 – Movies
 - The Hurt Locker
 - He’s Just Not That Into You
 - The Breakfast Club
 - Fall 2010 – Movies
 - The Darjeeling Limited (sponsored by CEO)
 - Toy Story 3 (sponsored by SPB)
 - The Big Lebowski
- SVN also planned a Outdoor Movie Screening for Cat’s Back
 - August 25, 2010 – Movie
 - Kick Ass
- For attendance details see Question 4: Attendance Table for the number of students in attendance.

Objective 5: Continue to build a partnership with other entities, student organizations, and on-campus departments.

1. Work with more on-campus departments to tune TVs to SVN.

Accomplished/Ongoing

- SVN has worked with SGA President, Prince Wilson, along with Resident Life and Housing, to increase the capability to broadcast on the following residential facilities:
 - Calhoun Lofts on AT&T Uverse - Channel 6001
 - Limited to AT&T Uverse on campus
 - Cougar Village on CougarVISION IPTV - Channel 6
 - Online TV but limited to Cougar Village
- SVN will be looking for methods to increase programming throughout the year. Currently we are looking at the University Center, due to the high population of students that visit the facility.

2. Establish stronger relationship with Residential Life and Housing.

Accomplished/In process

- SVN has worked with various Resident Assistants throughout the departments during the SVN Outdoor Movie Festival and Screening to increase the number of students that attended the events.

3. Continue relationships with Houston-based Companies.

Accomplished

- SVN has successfully establishing a connection with Moroch Entertainment Intern's Robert Garcia and Carolina Thomas to receive free movie passes and VIP Passes to pre-screenings. The movies we have receive movies passes for are:
 - Resident Evil: Afterlife
 - Easy A
 - You Again
 - The Social Network
 - Catfish
 - I Spit on your Grave
 - My Soul to Take
 - Never Let Me Go
 - Virginity Hit
 - Conviction
- Moroch Entertainment has also given SVN the opportunity to interview Andy Fickman, Director of "*You Again*," along with receiving an autographed poster for SVN, that will be framed and displayed within the SVN facilities.
- SVN has successfully established a working relationship with Reinhart Marketing's Marketing Representative, Cindy Reinhart. The most current event was done during UH Parent Day. Student had the opportunity to play various games that resulted in free movie passes to see "It's Kind of a

Funny Story.” SVN received a large autographed poster from the actors and directors of the movie. The poster will be framed and displayed in the SVN facilities.

- This year SVN has worked with Hadley Media to bring the “Screening Tour with Donal Logue and Michael Raymond-James” to the University of Houston. SVN also had the opportunity to interview the two actors along with signing SVN designed flyers that will also be framed and displayed in the SVN facilities.
- Recently, SVN had the opportunity to be highlighted on University of Houston’s UH Moments. This program was a collaboration with the University of Houston and PBS. The video will be aired around the Houston area, after December. This will help the Houston area become more aware of The University of Houston’s on-campus television station, Student Video Network, and the opportunities that are open to students within the media production industry.

4. SVN serves as a video production outlet for student organizations and departments.

Accomplished/Ongoing

- SVN Production Manager and Production Team have worked on various student organization and department videos.
 - Center of Student Involvement
 - Fee-Funded Student Organization Video
 - Fraternity and Sorority Life Video
 - Getting Involved! Join a Student Organization
 - Frontier Fiesta Promo Video
 - National Society of Collegiate Scholars Event Promo Video
 - Alpha Pi Alpha
 - Student Government Association - Bi-weekly President Announcements
 - Student Program Board – MySPBChannel
 - Cat’s Back Coverage

5. Keep a good working relationship with Residence Life Cinema (RLC), our movie provider, to increase communication and obtain more content.

Accomplished

- Kyle Huelsing from RLC has sent us video content related to student awareness and campus communication for the past few years. Below is a list of video content obtained over the past few years:
 - ❖ 35 Videos on student awareness.
 - ❖ 58 short videos on campus communication.

6. Build stronger relationship with the School of Communication and other video oriented school degree programs.

- Increase student produced content created in the media production course on Channel 6.

Accomplished/Ongoing

- SVN President has met with Keith Houk, Professor at the School of Communication, to establish a better working relationship with the school of communication by utilizing student produced content to be included on “*Kick TV*” throughout campus.
 - Recruit a greater number of members from School of Communication
- Accomplished**
- SVN has seen a 90% increase in the amount of students that come from the School of Communication. Majority of our Production Branch of Student Video Network consists of students from the School of Communication and are already starting to develop their portfolios at the freshman level.

Objective 6: Update current equipment and acquire new equipment to improve development of SVN into an advanced TV station.

1. Update to the latest version of Final Cut Studio.

Accomplished

- Over the past few years, SVN has used Final Cut Pro as the primary editing software, which is taught in the School of Communication. Usually SVN purchases one copy of Final Cut Pro for 499 dollars a year to update. This year SVN has purchased a volume license for \$499 per year, so up to five students can work on projects simultaneously.

2. Acquire new video editing software that allows more graphic based productions.

Accomplished

- Over the few semesters, SVN has grown into a media organization. More and more students have come to our facilities and wanted to work with different graphic editing platforms and were not able to. As a result, this semester we have purchased a volume license for Adobe Production Premium CS5. Now students have the option to edit images on Photoshop and edit videos on After Effects. By utilizing sites such as www.videocopilot.net for After Effects, students can do video graphic editing like professionals.

3. Update various cables and equipment to enhance production process.

Accomplished

- Over the past years, SVN has had an issue with audio recording within our studio. This issue was resolved by purchasing four wireless microphones for studio productions.
- SVN bought two iMacs, one for our Production Manager and the other for our “live editing” system.

- Before our Production Manager didn't have a computer to work on and had to work on the computers that the students worked on, that limited the number of students that could utilize our software. After purchasing the computers, work flow has increased and so has the number of videos SVN has completed.
- For the last two semesters our "live editing" system was only available on our SVN Engineer's mini Mac, which limited work flow and was further limited by the limited amount of RAM stored within the computer which again reduced the rendering time of all of our video projects. This reduced the amount of videos being outputted. The iMac that replaced the mini Mac has triple the amount of RAM, Hard Drive space, and has a significantly better processor which allows for the latest versions of editing software to be utilized at optimum performance.

Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned objectives and their importance as compared to other objectives that you might pursue. Where data exist, discuss the number of persons served by each of your programs and the satisfaction level of those served. Please provide the method for collecting these data.

Programming Variety

Any student watching an on-campus TV tuned to Channel 6 receives programming specifically geared toward the UH student population. SVN will have produced at least six original shows by the end of FY 2011.

Over the years, SVN has obtained and aired several videos that inform the student body about important deadlines including financial aid, last day to drop with a “W”, RLH check out, etc. In addition, SVN also airs new movies and content related to specific holidays and events such as MLK Day, community development, constitution week, etc.

Programming Time

SVN has maintained an estimated 99% uptime since Fall 2009 (including nights, weekends, etc.)

Persons Served

- UC and Satellite: Various TVs in Chili’s Too, cafeteria/seating area, lounge, etc.
- Moody Towers: 950 students
- Cougar Place: 400 students
- Bayou Oaks: 470 students
- Cougar Village: 1000 students
- The Quadrangle: 740 students
- Cullen Oaks: 870 students
- Calhoun Lofts: 900 students
- All other on campus televisions may be tuned to SVN.

Method for Collecting Data

The surveys utilized from Survey Monkey that has been embedded onto the SVN website. SVN has so far accumulated a total of 220 surveys. The purpose of the surveys was to gather data from awareness to times of student viewership. The survey asked various multiple choice questions. Below is percentile of the statistics collected:

- 75% of these students know that the University of Houston has a television station
- 62% of these students watch Student Video Network
- 74% of students watch Student Video Network from 6:00pm to 10:00pm
- 91% of students would watch Student Video Network, if there were more Television’s around campus
- 75% of students would like to receive SVN TV Guide by email
- 80% of students prefer Humor and Action Movies

Another method of collecting data has been established by attaching a survey onto each of our membership forms. Over the past few months, SVN has gained 52 new members and the following information was gathered:

- 80% of new member live on campus
- 75% of new member prefer to watch SVN from 6:00pm to 10:00pm

To gather more concrete information about our events, meeting, and production classes, we take a count of all people attending.

Table 1: ATTENDANCE TABLE

DATE	NAME	ATTENDANCE
03/03/10	SVN General Assembly	15
03/30/10	Outdoor Movie Festival – He’s Just Not that Into You	35
03/31/10	Outdoor Movie Festival – The Hurt Locker	45
04/01/10	Outdoor Movie Festival – The Breakfast Club	25
04/05/10	SVN Production Classes – Audio (SVN Engineer)	3
04/05/10	SVN Production Classes – Camera Theory (SVN Engineer)	4
04/06/10	SVN Production Classes – Editing (SVN Production Manager)	5
04/08/10	SVN Production Classes – Camera Theory (SVN Engineer)	3
04/08/10	SVN Production Classes – Audio (SVN Engineer)	4
04/08/10	SVN Production Classes – Camera Composition (SVN Production Manager)	6
04/12/10	SVN Production Classes – Camera Composition (SVN Engineer)	3
04/12/10	SVN Production Classes – Editing (SVN Engineer)	7
04/12/10	SVN Production Classes – Camera Composition (SVN Production Manager)	3
04/14/10	SVN Production Classes – Editing (SVN Production Manager)	8
04/15/10	SVN Production Classes – Editing (SVN Engineer)	5
04/15/10	SVN Production Classes – Camera Composition (SVN Engineer)	4
04/19/10	SVN Production Classes – Editing (SVN Engineer)	5

04/19/10	SVN Production Classes – Lighting (SVN Engineer)	4
04/22/10	SVN Production Classes – Lighting (SVN Engineer)	6
04/22/10	SVN Production Classes – Editing (SVN Engineer)	7
08/25/10	Outdoor Screening of Kick Ass	250
08/31/10	Outdoor Movie Festival – Darjeeling Limited	50
09/01/10	Outdoor Movie Festival – Toy Story 3	275
09/02/10	Outdoor Movie Festival – The Big Lebowski	56
09/15/10	SVN General Assembly Meeting	21
09/16/10	SVN General Assembly Meeting	15
09/21/10	SVN Production Classes – Editing (SVN Engineer)	19
09/22/10	SVN Production Classes – Camera Composition (SVN Production Manager)	10
09/23/10	SVN Production Classes – Camera Theory (SVN Vice President)	8
09/28/10	SVN Production Classes – Editing (SVN Engineer)	6
09/29/10	SVN Production Classes – Camera Composition (SVN Production Manager)	9
09/30/10	SVN Production Classes – Camera Theory (SVN Vice President)	5
10/05/10	SVN Production Classes – Camera Theory (SVN Vice President)	3
10/05/10	SVN Production Classes – Studio Production (SVN Alumni Jake Schnitzer)	9
10/06/10	SVN Production Classes – Editing (SVN Production Manager)	5
10/07/10	SVN Production Classes – Editing (SVN Engineer)	3
10/07/10	Screening Tour with Donal Logue and Michael Raymond-James	54
10/12/10	SVN Production Classes – Camera Composition (SVN Vice President)	3
10/09/10	UH Parent Day	100
10/13/10	SVN Production Classes – Lighting (SVN Production Manager)	8
10/13/10	SVN General Assembly	15
10/14/10	SVN Production Classes – Editing in Motion (SVN Engineer)	3
10/14/10	SVN General Assembly	10

10/19/10	Network Seminar with Gus Forward and Aaron Rodriguez	15
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Other Online Statistics:

- SVN UH Facebook: 800+ student
- SVN Like Page: 400+ students
- Gmail Account: 823 + student
- University ListServ: 1700+ students

Please discuss any budget changes from your last (FY2011) 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. In addition, if your unit concluded FY2010 with a Ledger 3 Fund Equity balance, please describe the conditions which caused the fund balance.

The FY 10' Fund Equity balance was **\$2,988**.

Student Video Network had **\$2,988** in fund equity due to the finance coordinator suggesting that we allocate around **\$3,000** dollar in administrative charges, anticipating that a **2.2%** hike in the UH Administrative Fee would occur in Spring 2010. This has helped SVN to stay within the budget and not go over our allocations.

Since last budget request, SVN distributed funds according, by improving pre-production and post-production significantly. SVN has purchased two iMacs, eliminated studio audio issues by installing an in-studio wireless microphone system, and installed Adobe Production Premium to all Mac Pros and iMacs. Students have found that the production classes help with the understanding of basic tools in Final Cut Pro, Motion, and Adobe After Effects, which allow them to work more independently during their spare time.

Though we have established a good workflow for pre-production and post-production, more equipment could be purchased to increase the quality of programming from Standard Definition to High Definition. We hope to obtain more equipment by this time next year which will enable us to increase overall workflow by at least 50%. Though it will take some time before we get to become the next TSTV, it is a working process and being positive will slowly gets us to become a better interactive studio environment.

SVN is considered one of the most technical organizations on campus, we are holding professional networking seminar that will help our members establish good relationships with industry individuals. Also, we are looking to submit videos into various video competitions, in hopes of receiving some national recognition for our station.

Throughout the years SVN has been a stable and steady organization. Although we have had four advisors in the five years of operation, including this year, our board had worked together and increased the overall experience from leadership skills to technical production and operations.

Please list your 2011-2012 objectives in priority order. Larger units may wish to group your response by subprogram. Under each objective, state the specific programs, activities, and/or services that you plan to implement to meet your objectives.

- **Objective 1:** Maintaining production quality for on-air programming and assist other student organizations and on-campus departments with developing productions as a means to increase the skill development for members.

Strategy

1. Create a new season each fall and spring semesters of 4-8 student produced television shows.
 2. Provide 24/7 programming consisting of movies, commercials, trailers, and original programming throughout the fall, spring, and summer semesters.
 3. Utilize commercial request forms and event coverage forms to assist on campus student organizations and department with productions.
 4. Continue to have production classes to inform and educate new and current members.
 5. Work with different departments on campus to obtain student or departmentally created video content to be aired on our station.
- **Objective 2:** Develop student leadership skills and update documentation processes to increase overall productivity of the organization.

Strategy

1. Hold one retreat each semester to gain knowledge, build communication, and obtain leadership experience, may invite SVN Alumni to assist.
 2. Maintain project management systems through producers.
 3. Increase and update documentation throughout the organization, primarily productions.
 4. Increase communication with producers to maintain an enjoyable experience for them and their crew members.
 5. Establish a standardized archiving process for all paperwork.
 6. Increase the digital archiving process to once a month.
- **Objective 3:** Maintain and improve marketing and feedback methods for the station by creating new innovative ideas.

Strategy

1. Develop a yearly and semesterly public relation/marketing strategy and implement in a timely manner.
2. Continue to marketing standards on SVN advertenting and SVN promotional items to increase the number to views for online marketing.
3. Utilize and develop a SVN Marketing Timeline
4. Update online marketing sites for better visibility throughout campus, for example SVN website, both Facebook Accounts, Twitter, and Youtube Channel.
5. Collaborate with The Daily Cougar to increase awareness.
6. Continue to utilize and develop online surveys and membership form surveys to receive statistics on viewership and student peak times.

7. Discuss and implement feedback methods for events, meetings, and production classes, ideally by SVN General Assembly Meetings
 8. Purchase more viral marketing items to be distributed to students.
 9. Continue to collaborate with other student organizations for SVN's Outdoor Movie Festival in the Fall and Spring
 10. Establish more production-oriented events to increase student involvement with production.
- **Objective 4:** Continue to build a partnership with Houston-based media entities and develop networking opportunities for SVN members by bring media orientated-individuals, such as successful SVN alumni, to campus.

Strategy

1. Work with more on-campus departments to tune TVs to SVN.
 2. Continue relationships with other Houston based media companies.
 3. Build stronger bonds with successful SVN Alumni to open up networking opportunities for members
 4. Develop an SVN Alumni spotlight page on the SVN website to recognize past members.
 5. Bring media oriented-individuals to campus as speakers to do training courses in specific field and discuss new technology and how they got into the industry.
- **Objective 5:** Develop membership incentive progress along with increasing active membership by 10 percent.

Strategy

1. Continue to develop Membership Point System for individual members and shows which result in winning free prizes.
 2. Establish a better tracking system for the membership point system
 3. Speak to more classes within the University to increase membership.
 4. Develop a recognition program for producers
 5. Utilize all opportunities to sign up potential members, such as summer orientations.
- **Objective 6:** Update current equipment and acquire new equipment to improve development of SVN into a highly functional student-run television station.

Strategy

1. Establish an audio/video panels to reduce the number of cables that are distributed throughout our studio.
2. Increase the number of plug-ins for video editing software to develop better quality programming.
3. Update various cables and equipment to enhance workflow from pre-production to post-production.
4. Establish a "Master List" of specific equipment that will need to be obtained in order to develop SVN into a better studio environment.

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.)?

The Student Video Network has worked with departments and student organizations on campus to increase the video content amongst the university.

This year, we tried to collaborate with more student organizations departments, and outside entities to market the organization in order to bring more awareness to the university.

SVN only accepts donations in the form of equipment from campus and outside entities based on their generosity.

Question 8

Please describe any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.

There was no overlap