

# SVN SFAC FY 13



## Student Fees Advisory Committee Request FY 13 Student Video Network

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## Question 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.**

### **Mission:**

Student Video Network (SVN) at the University of Houston is a student-run television station for all UH student 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.

The 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 increasing the membership of communication students and enhance their own college experience.

Other on-campus departments are welcomed to work with SVN to bring awareness to new opportunities that can be provided to students.

SVN continues to collaborate with numerous student organizations to develop 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:**

SVN has the unrivaled responsibility of maintaining a television channel that airs 24/7 year round, including weekends and all holidays.

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.

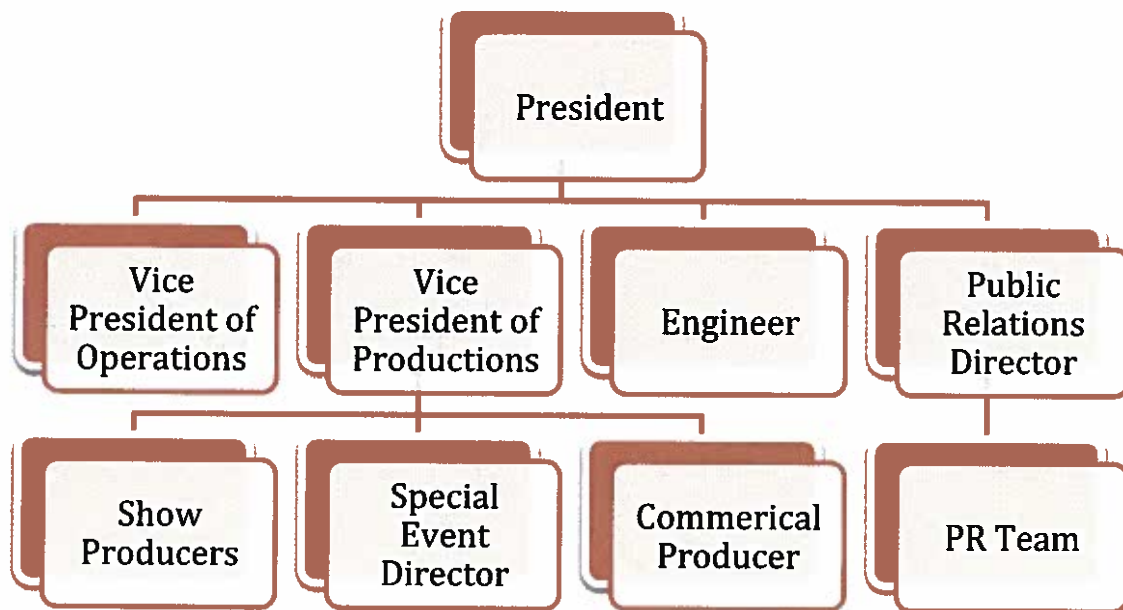
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## Question 2

**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 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



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 six television shows in production during 2010-2011: *"The Underground," "University," "THIS IS," "In the Game," "The Show,"* and *"Real Talk"*.

*"The Underground"* highlights local music artists and serves as a medium to promote these artists' work.

*"University"* is a hilarious dramedy about a group of friends making the best of their college life.

*"THIS IS"* is a movie review show in which the hosts critique new movie releases.

*"In the Game"* is the UH rendition of *Sports Center*. It covers UH athletics, including interviews with players and coaches and in studio commentary on the games.

*"The Show"* is a hilarious sitcom about a group of college kids trying to film a show.

*"Real Talk"* is the reality show for the UH audience covering issues that the UH community faces on a daily basis.

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

**Accomplished/Ongoing**

- SVN Engineer, Jay Tovar, develops the programming schedule, which has movies and SVN programs airing on the hour, or half hour (ex. 12:00 PM or 12:30 PM). An intermission airs commercials and shorts during any programming gaps.

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

**Accomplished/Ongoing**

- SVN Engineer, Jay Tovar, has ensured that the programming throughout the summer and winter break is kept diverse ranging from the most entertaining original programming to various movies, including new releases.

**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 venture for students off-campus to be informed and updated on new original programming and commercials.
- SVN has also been included in “CougarVISION” on IPTV in the Cougar Village, allowing students within this residence hall to access television online.

2. Increase student interaction through events and social media contests.

**Accomplished/Ongoing**

- SVN has a three-day long Outdoor Movie Festival, which is utilized to get students more involved with SVN and inform them about how to get information regarding General Assembly Meetings, Production Classes, Outdoor Movie Screenings, and Television Shows that are currently airing on SVN.
- SVN holds contests on its Facebook page that awards free movie passes to students. These movie passes are obtained through connections with various marketing companies.

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

**Accomplished/Ongoing**

- SVN has been working with Albert Chao, CSI Web developer, to establish a resourceful website. The website includes sections such as:
  - TV Schedule
  - Monthly Movies
  - Resources (In development)
    - Media Terminology
    - Reference websites
    - Job Postings
  - Alumni Section
  - Online Membership Form
  - Picture/Video Gallery (In development)
  - Original Programming Section (In development)

- Etc.
  - The website can be viewed on [www.uh.edu/svn/](http://www.uh.edu/svn/)
4. Continue to update students using online sites such as SVN website, Facebook, You Tube Channel, and Twitter webpage, and Gmail.
- Accomplished/Ongoing**
- SVN is constantly updating all online media sites to increase visibility throughout all channels.
  - SVN has established a NEW Facebook Profile: SVN UH, with 1564+ students, which is one new way we communicate to our members and UH community and is updated on a consistent basis.

### **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 4 production classes every week. Attendance of classes is specified in more detail on Question 4: Attendance Table. These classes include:
    - Lighting
    - Editing
    - Studio Production
    - Acting
    - Camera Theory
    - Camera Composition
    - Script Writing
  - These classes are used as prerequisites to renting out SVN Equipment and tracked by our Vice President of Productions.
2. 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, communication school rush week, and transfer orientations to increase the amount of new members we receive. SVN has collected over 300 student's contact information that has been inputted into our listserv and gmail account.
3. Maintain project management system through Producers.
- 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,

crew, and talent 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, which should include the following documents:

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

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

**Accomplished/Ongoing**

- 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.

**Objective 4: Improve events and marketing strategies for SVN.**

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

**Accomplished/Ongoing**

- SVN Public Relation Director, Sophia Pereira, has developed public relations/marketing strategies that will be implemented throughout the rest of the semester. This marketing plan includes utilization of a street team, promotional item giveaways, events, and other ways to market the station and group.

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

**Accomplished**

- Though inserting a SVN Logo throughout all SVN media requires a significant amount of rendering time during editing and exporting. Instead, SVN purchased a logo generator that is inserted on the bottom right of the television screen to assist with brand and

marketing. SVN has currently three images that are cycled through:

- First Image: SVN Logo
- Second Image (Text): Questions? Comments? Concerns?  
Email: [channel6svn@gmail.com](mailto:channel6svn@gmail.com)
- Third Image (Text): Visit Us @ [www.uh.edu/svn](http://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 flyer and banners for our primary event:
  - Outdoor Movie Festival
- 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](http://www.uh.edu/svn)
  - Email: [channel6svn@gmail.com](mailto:channel6svn@gmail.com)
- In regards to promotional items, regardless of what the item is the following must be included:
  - SVN Logo

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

**Accomplished**

- SVN successfully executed two Outdoor Movie Festivals:
  - Spring 2011 – Movies
    - Shaolin Soccer (sponsored by CEO)
    - Harry Potter and the Deathly Hallows (sponsored by SPB)
    - Tangled
  - Fall 2011 – Movies
    - Kung Fu Panda 2 (sponsored by CEO)
    - Fast Five (sponsored by SPB)
    - The Hangover Part II
- SVN has also planned a Outdoor Movie Screening for Cat's Back
  - August 24, 2011 – Movie
    - X-Men: First Class
- See Question 4: Attendance Table for the number of students in attendance.

**Objective 5:** Continue to build a partnership with the outside entities, other 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:
  - Cahoun 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 number of students are attached to it.

2. Establish stronger relationship with Residential Life and Housing.

**Accomplished/In process**

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

**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. During 2010-2011, SVN will have produced at least six original shows by the end of FY 2012

Over the years, SVN has obtained and aired several videos that inform the student body about important deadlines such as for financial aid issues, last day to drop with a "W", RLH check out, etc. Along with airing 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 90% uptime since Fall 2009 (including nights, weekends, etc.). Downtime is a result of scheduled maintenance, power failure

### **Persons Served**

- UC and Satellite: , 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**

One method of collecting data has been established by attaching a survey onto each of our membership forms. Since the start of the Fall 11 semester, 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
3/30/11	Networking Seminar: Alfred Cervantes	75
4/01/11	Networking Seminar: Francisco Calza	50
4/13/11	Networking Seminar: Adam White	80
08/25/11	Cat's Back Movie Screening: X-Men First Class	75
08/30/11	Outdoor Movie Festival: The Hangover Part II	250
08/31/11	Outdoor Movie Festival: Kung Fu Panda 2	215
09/01/11	Outdoor Movie Festival – Fast Five	240
Average	SVN General Assembly Meeting	30
Average	SVN Production Classes	15

**Other Online Statistics:**

- SVN Cougars Facebook: 1600+ students
- SVN Like Page: 600+ students
- Gmail Account: 823 + student
- University ListServ: 1700+ students

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**Question 5**

**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.**

There was a balance of \$6,101.97 due to salary funds not being used.

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## Question 6

**Please list your 2012-2013 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 development productions for internal and external 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. Continue providing 24/7 programming through fall, spring, and summer semesters consisting of movies, commercials, trailers, and original programming.
3. Utilize commercial request form and event coverage form 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 departmental created video content to be aired on our station.

- **Objective 2:** Develop student leadership skills and update documentation process to increase overall productivity of the organization.

**Strategy**

1. Establish one retreat each semester to gain knowledge, build communication, and obtain leadership experience. May invite SVN Alumni to assist.
2. Maintain project management system through producers.
3. Increase communication with producers to maintain an enjoyable experience for them and their crewmembers.
4. Establish a standardized archiving process for all paperwork.
5. Increase the digital archiving of videos to once a month.

- **Objective 3:** Maintain and improve marketing and feedback methods for the station through new, innovative ideas.

**Strategy**

1. Develop a yearly and semesterly public relation/marketing strategy and implement in a timely manner.
2. Update online marketing sites for better visibility throughout campus, including the SVN website, both Facebook Accounts, Twitter, and Youtube Channel.
3. Work with the Daily Cougar to increase visibility on campus.
4. Further develop online surveys to collect statistics on viewership.

5. Discuss and implement feedback methods with members for events, meetings, and production classes during SVN General Assembly Meetings.
  6. Purchase more marketing items to be distributed to students.
  7. Continue to collaborate with other student organizations for SVN's Outdoor Movie Festival in the Fall and Spring.
- **Objective 4:** Continue to build a partnership with the Houston-based media entities and develop networking opportunities for SVN members by bringing 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 program and increase active membership by 10 percent.  
**Strategy**
    1. Continue to develop Membership Point System for individual members and shows. High performing members and shows will receive prizes.
    2. Establish a better tracking system for the membership point system
    3. Speak to more classes within the University to increase membership and awareness.
    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 more professional TV station.  
**Strategy**
    1. Establish an audio/video panel to reduce the number of wires that are distributed throughout the semester.
    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 to develop SVN into a better active studio environment.

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**Question 7**

**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.)?**

On September 30, local CBS affiliate KHOU generously donated its newscast desk and several set pieces to SVN. These were custom pieces that would have cost several thousand dollars to build or buy.

We are currently in the progress of building a relationship to secure any other unwanted equipment they could donate to us.

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**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.