

UNIVERSITY of HOUSTON



STUDENT VIDEO NETWORK

FY - 14

SFAC Questionnaire

Presented on: October 30, 2012



student video network

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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, allowing students to expand their college experience by learning about and getting involved in an active TV production 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 450+ 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 increase the membership of communication students and enhance their own college experience.

Involvement of students from other on-campus departments is increasing in SVN which is opening new avenues for specialized opportunities that are provided to students.

SVN 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.

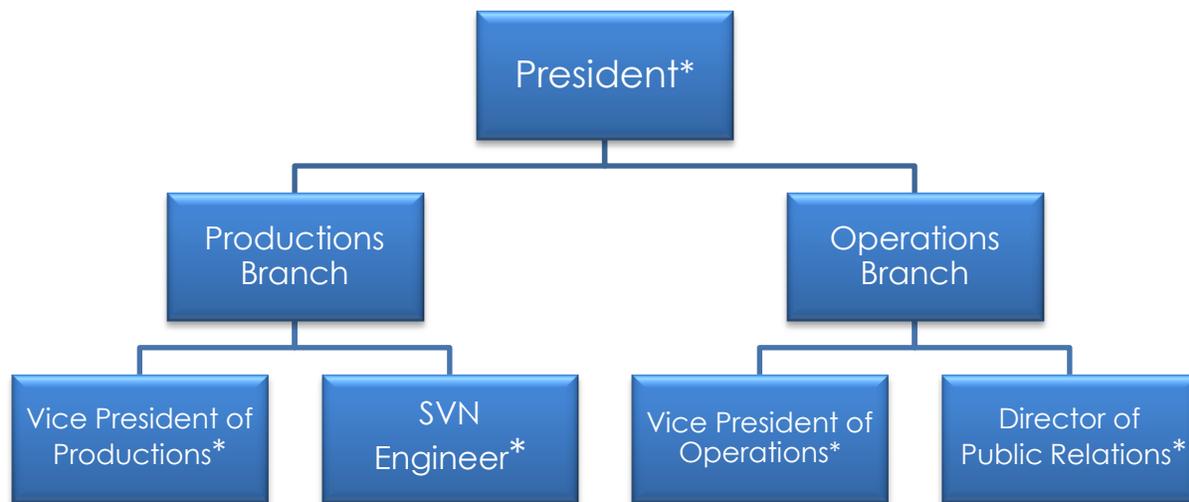
Justification:

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 their release on DVD. Original productions and films are scheduled to ensure continuous programming 24/7, which is one of the most challenging jobs among the student organizations.

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

In FY 2014, the Student Video Network will officially be moved to the Center for Student Media, which includes the Student Video Network, COOG Radio and The Daily Cougar. During the transition, SVN is being advised by Student Publications Director Matt Dulin, with support from Center for Student Involvement Assistant Director Daniel Gray. The advisors work directly with the executive board, whose structure is shown below.

EXECUTIVE BOARD STRUCTURE



* **Compensated Student Leader Position**

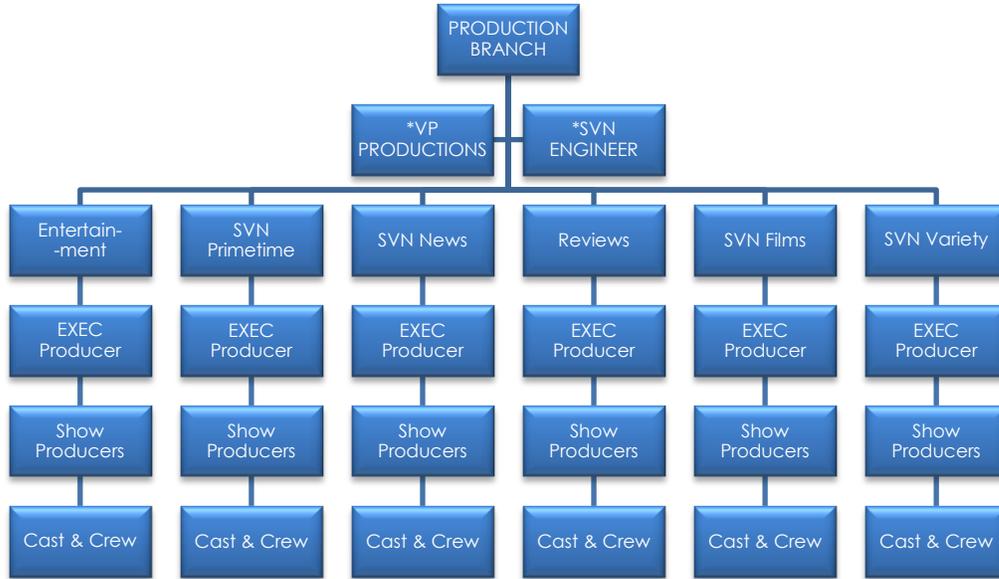


Figure 1: Productions Branch of SVN, headed by VP Productions and SVN Engineer

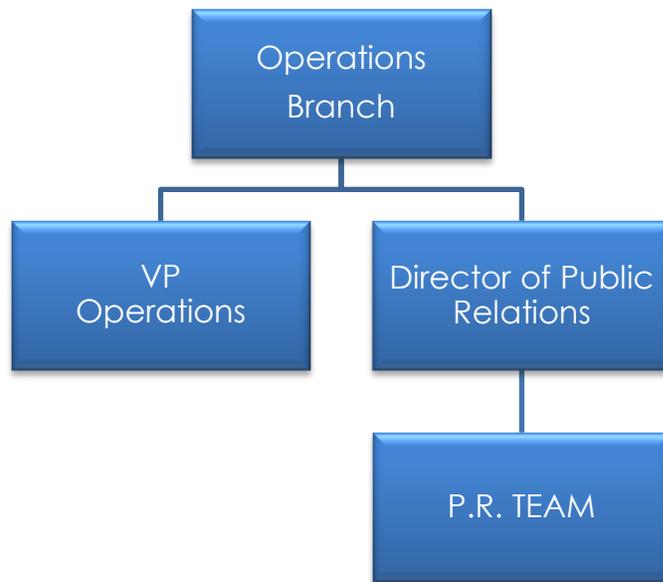


Figure 2: Operations Branch headed by the VP Operations and Director of Public Relations

List the objectives that you identified for the 2011-2012 academic year. 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 2012-2013: “*In the Game*,” “*The Pineapple Show*,” “*Get a life*,” “*Life on Campus*,” “*[Se]anthology*,” and “*Cinema Kik*.”

“*In the Game*” is a sports show bringing the UH community the latest scoop on UH sports including commentary on games, interviews with athletes, chat with fans and more.

“*The Pineapple Show*” is a sketch comedy show compiling a 30 minute compilation of hilarious sketches every month.

“*Get a life*” is a drama series following the lives of two college roommates who are a bitter ex-couple but have to live together because one of them needs medical care.

“*Life on Campus*” is a mockumentary about real challenges new students on campus face during their time at UH campus.

“*[Se]anthology*” is a mini-series that follows the love life of a college student whose friends make a dating profile video about him and upload it to YouTube without his knowledge. Each episode in the series follows a different genre.

“*Cinema Kik*” is a movie review show in which the hosts critique new movie releases.

- There is one show that is currently in pre-production: “*SVN News*”

“*SVN News*” is a campus news show, created by SVN members, that brings campus news as well as issues of student interest around Houston to the UH Community. We plan to work with Craig Crowe of the Media Communication department to utilize the Communications studio for filming.

2. Continue providing 24/7 programming through Fall, Spring and summer semester consisting of movies, commercials, trailers, and original programming.

Accomplished/Ongoing

- SVN Engineer, Kevin Aquino, develops the programming schedule for movies and original programming to ensure non-stop programming. Time slots between movies and original programming are filled with Public Service Announcements. Aquino, also, is working with “The Artisto Media Group: Artists United” to obtain country music videos to fill up the slots between programming.
 - SVN Engineer, Kevin Aquino, 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.
3. Utilize Commercial Request Form and Event Coverage Form to assist on campus student organizations and department with productions.

Accomplished/Ongoing

- The Commercial Request form and Event Coverage Form are available on the SVN website for UH organizations to fill out online. It has made the process more efficient and easier.
4. Continue to have production classes to inform and educate new and current members

Accomplished/Ongoing

- SVN continues to have at least 4 production classes per month. The classes cover basics of Production from screen-writing to editing and publishing the video productions.
 - SVN recently started its first Film and Television camp which would go through the course of a semester and students would work on creating a project through the duration of the camp. The camp is open to all members to join and aspires to give students another chance to get hands on with the equipment under supervision of the board.
5. Work with different departments on campus to obtain student or departmental created video content to be aired on our station.

In Planning Stage

- We are working on creating a campaign allowing students and departments to submit content for consideration for airing on SVN Channel. Content that meets the quality requirements set by SVN would be aired on the channel. The campaign is scheduled to start in Spring 2013.

Objective 2: Develop Student Leadership skills and update documentation process to increase overall productivity of the organization.

1. Establish one retreat each semester to gain knowledge, build communication, and obtain leadership experience. May invite SVN alumni to assist.

Accomplished/Ongoing

- SVN is taking advantage of the Cougar Leadership Institute organized by the Center for Student Involvement and encouraging active and prospective leaders to attend.

2. Maintain project management system for Producers.

Accomplished/Ongoing

- Producers lead the shows in order to ensure it is successfully executed and on schedule. 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
 - Equipment Check-Out Form (if required)
 - Location Release Form (if required)
 - Photo Release Forms for Cast

3. Increase communication with Producers to maintain an enjoyable experience for them and their crewmembers.

Accomplished/Ongoing

- SVN has established bi weekly meetings with the producers to ensure efficient communication between the board and the producers. These meetings are used as means to address any problems producers might encounter while working on their productions.

4. Increase digital archiving of videos to once per month.

In Progress

- SVN is in process of buying new HDMI hard drives which would make archiving easier and more efficient.

5. Continue to update students using online sites such as SVN website, Facebook, You Tube Channel, and Twitter webpage, and Gmail Listserv.

Accomplished/Ongoing

- SVN is constantly updating all online media sites to increase visibility throughout all channels. Though the SVN website is not currently available to update by SVN Executive Board, we are developing a new website that will resolve the issue.
- 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 and is updated on a daily basis.

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

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

Accomplished/Ongoing

- SVN Public Relation Director, Andrea Alvarado, has developed public relations/marketing strategies that will be implemented throughout the rest of the semester.

2. Update online marketing sites for better visibility around campus, including SVN website, Facebook, You Tube Channel, and Twitter page.

Accomplished/Ongoing

- SVN is constantly updating all online media sites to increase visibility throughout all channels.
- SVN's Facebook Profile: SVN Cougars, has 1900+ students, and is an effective way of communication and marketing.

3. Work with The Daily Cougar to increase visibility on campus.

Accomplished/Ongoing

- SVN is working with The Daily Cougar to market events, and has been featured thrice in the paper already for the Outdoor Movie Festival, The SVN Fair and T Shirt Contest. SVN has also partnered with The Daily Cougar for advertising space.

4. Further develop online surveys to collect statistics on viewership.

Accomplished/Ongoing

- SVN has implemented Google Documents to create an online application which includes survey questions about times members watch TV. Out of the 163 new members that completed the online application, we found that;
 - 41% live on campus
 - 59% live off campus
 - 92.6% either already watch SVN or would be inclined to watch SVN if/when on campus

- SVN is working on setting up a viewership survey on “survey monkey” which would be sent out to the resident halls at the beginning of Spring semester. The number obtained from the survey would be used as a comparison to evaluate marketing success in the future semesters.
5. Discuss and implement feedback methods with members for events, meetings and production classes.

In Planning Stage

- SVN is planning an end of the semester meeting where members would have a chance to provide feedback about their experience with SVN. SVN is also in the process of creating a feedback form which would be available on the website.
6. Purchase more marketing items to distribute to students.

Accomplished

- SVN ordered marketing items including shirts, wristbands, brochures, flyers and handbills and we are planning to include a marketing budget in the base augmentation for FY 14.
7. Continue to collaborate with other student organizations for SVN’s Outdoor Movie Festival in the Fall and Spring

Accomplished

- SVN collaborated with Student Program Board (SPB) and Council of Ethnic Organizations (CEO) to successfully execute the Fall 2012 Outdoor Movie Festival:
 - Fall 2012 – Movies
 - The Hunger Games (Sponsored by SPB)
 - Outsourced (Sponsored by CEO)
 - The Cabin in the Woods (Sponsored by SVN)
- SVN is planning an Outdoor Movie Festival for Spring 2013
- See Question 4: See Attendance Table for the number of students in attendance.

Objective 4: Continue to build a partnership with the Houston-based media entities and develop networking opportunities for SVN members by bringing media-oriented individuals, such as successful SVN alumni, to campus.

1. Continue relationships with other Houston-based media companies.

Accomplished/Ongoing

1. SVN continues to work with marketing companies like Moroch Entertainment, Allied Marketing, and L&H marketing on
 - Obtaining passes for pre-screening for films (incentives for members)
 - Getting internships for communication students

- Getting opportunities for interviewing actors and directors like Mark Andrews from “*Brave*” and Joel Edgerton and Peter Hedges from “*The Odd Life of Timothy Green*”

2. Build stronger bonds with successful SVN alumni to open up networking opportunities for members.

Accomplished/Ongoing

2. SVN continues to maintain and develop friendly relationships with SVN Alumni and plans to invite them for Production Seminars etc.
3. Develop an SVN Alumni spotlight page on the SVN website to recognize past members

Accomplished/Ongoing

 3. The new SVN website has one Alumnus, Gus Forward featured on the website. SVN is working on featuring more SVN alumni on the page over the course of this year.
4. Bring media-oriented individuals to campus as speakers to do training courses in specific fields and discuss new technology and how they got into the industry.

Accomplished/Ongoing

 - SVN recently brought in an independent filmmaker, Kayman Coons, to teach lighting techniques for one of our production classes.

Objective 5: Develop membership incentive program and increase active membership by 10 percent.

1. Continue to develop Membership Point System for individual members and shows and keep track of membership point system. High Performing members and shows will receive prizes.

In Planning Stage

- SVN’s Vice President of Operation, Sophia Pereira, is working with the President, Ali Iqbal, to develop a point system for members which is expected to go in effect starting Spring 2013.
2. Utilize all opportunities to sign up potential members, such as summer orientations.

Accomplished/Ongoing

 - SVN was present at most of the summer orientations and signed up around 150 members.
 - SVN hosted an SVN Fair to inform and recruit UH students on October 9, 2012 and had 90+ members sign up.

Objective 6: Update current equipment and acquire new equipment to improve development of SVN into a more professional TV station.

Accomplished/Ongoing

SVN acquired 3 Soft-box lighting kits, bags for HD cameras and three tripods for the new cameras.

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 2012-2013, SVN will have produced at least six original shows by the end of FY-13.

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 reduced to almost none and is usually because of scheduled maintenance or power failure etc.

Persons Served

- Moody Towers: 1100 students
- Cambridge Oaks: 400 students
- Bayou Oaks: 470 students
- Cougar Village: 1000 students
- The Quadrangle: 800 students
- Cullen Oaks: 870 students
- Calhoun Lofts: 984 students
- All other on-campus televisions may be tuned to SVN.

Method for Collecting Data

Our primary method of data collection is an attached survey to the online membership form. Over the past few months, SVN has gained 163 new members and the following information was gathered:

- 41% of new member live on campus
- 92.6% of new members either already watch SVN or would be inclined to watch SVN on campus

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
10/02/12	Outdoor Movie Festival – The Hunger Games	330
10/03/12	Outdoor Movie Festival – Outsourced	196
10/04/12	Outdoor Movie Festival – The Cabin in the Woods	423
10/09/12	SVN Fair	94
09/17/12	SVN Production Classes – HD Camera Operation	14
09/24/12	SVN Production Classes – Writing	11
09/26/12	SVN Production Classes – Storyboarding	8
10/01/12	SVN Production Classes – Lighting	10
10/03/12	SVN Production Classes – Directing	4
09/05/12	Cinema Kik Show Meeting	15
09/21/12	The Pineapple Show – Show Meeting	18
09/27/12	In the Game – Show Meeting	5
09/10/12	Cinema Kik – Show Meeting	16
09/12/12	The Pineapple Show – Show Meeting	9

Other Online Statistics:

- SVN Cougars Facebook: 1900+ student
- SVN Like Page: 600+ students
- Gmail Listserv: 1200 + students
- University ListServ: 1700+ students

Question 5

Please discuss any budget or organizational changes experienced since your last (FY2013) 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 FY2012 with a Ledger 3 Fund Equity balance, please describe the conditions which caused the fund balance.

The FY 12' Fund Equity balance was **\$10,997.58**

Reason for Fund Equity:

SVN concluded FY 12 with a fund equity balance of \$10,997.58 due to the following reasons;

- SVN engineer, Jae Tovar, was not paid in 2011-2012 because of paperwork issues, and an alternate person was not hired.
- SVN was approved for \$36,000 for HD studio cameras for the year 2011-2012, but the actual cost of the cameras came out to be \$27,855.

We attempted to use the money left-over from last year for purchasing promotional items etc. over the summer. The request was submitted one month in advance of the deadline, but our account was never charged and the request not processed in time.

SVN would like to request the equity fund to invest in viral promotional items and officer polos for the year 2012-2013, in hopes of increasing awareness about SVN among the general student population at UH as well as strengthen the image of SVN as a professional organization and promote school spirit.

The terminology for responding to this item has been amended to be consistent with the strategic planning framework. Therefore, SFAC requests that you report your success measures in terms of strategic initiatives and action steps versus goals and objectives as previously requested. To this end, please list your 2013-2014 strategic initiatives and action steps in priority order. Larger units may wish to group responses by subprogram. Under each strategic initiative, please state the specific action steps (programs, activities, services, policies/procedures, etc.) you implemented to accomplish your stated initiative.

- **Objective 1:** Maintaining production quality of on-air programming and assist other student organizations and on-campus departments with productions and utilize internal and external means of skill development for members.

Strategy

1. Create a new season each fall and spring semesters of 6-10 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 at the beginning of semester for team building, establishing communication, and obtain leadership experience; may invite SVN Alumni to assist.
2. Increase and update documentation throughout the organization, primarily productions.
3. Increase communication with producers to maintain an enjoyable experience for them and their crew members.
4. Establish a standardized archiving process for all paperwork.
5. 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. Utilize and develop a SVN Marketing Timeline.
 3. Update online marketing sites for better visibility throughout campus, for example SVN website, both Facebook Accounts, Twitter, and YouTube Channel.
 4. Increase communication with The Daily Cougar in hopes of increasing coverage of SVN.
 5. Continue to utilize and develop online surveys and membership form survey to receive statistics on viewership and student peak times.
 6. Discuss and implement feedback methods for events, meetings, and production classes, ideally by SVN General Assembly Meetings.
 7. Purchase more viral marketing items to be distributed to students.
 8. Continue to collaborate with other student organizations for SVN's Outdoor Movie Festival in the Fall and Spring.
 9. Establish more production-oriented events to increase student involvement within the production aspect.
- **Objective 4:** Continue to build a partnership with the Houston-based media entities and developing 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. Further develop the 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 increases 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 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 and acquire new equipment to improve development of SVN into an advanced TV station.

Strategy

1. Increase the number of plug-ins for video editing software to develop better quality programming.
2. Update equipment to enhance workflow from pre-production to post-production.
3. Establish a “Master List” of specific equipment that will be needed to develop a better studio environment at SVN.

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.)? 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.

SVN only accepts donations in the form of equipment from on and off campus entities.

Question 8

Please describe any services that are similar to yours and/or any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.

There was no overlap.