



STUDENT VIDEO NETWORK

FY – 2015

SFAC Questionnaire

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) is the only student-run television station at UH, allowing students to expand their college experience by learning about and getting involved in an active TV production environment.

Our mission is to inform, educate, and entertain University residents and non-residents by creating and providing original student programming. This mission cannot be achieved without providing opportunities for students to get involved in all aspects of production, as well as providing them training, connections and networking. Put simply, SVN provides resources, cameras, classes, computers and training, then empowers students to take creative control.

Method of Accomplishment:

Production: SVN prides itself on allowing any member to go through the process of producing a show, thus giving other members opportunities in acting, directing, writing, camera operation, editing, and much more. One 30-minute program produced by SVN can take up to six months of work and involve dozens of students in some cases.

To create prepare students to take on this responsibility, SVN provides classes, including camera operation, camera composition, non-linear editing, acting, lighting, directing, writing, pre-production, and producing. The classes are offered multiple times a week or month for students with conflicting schedules.

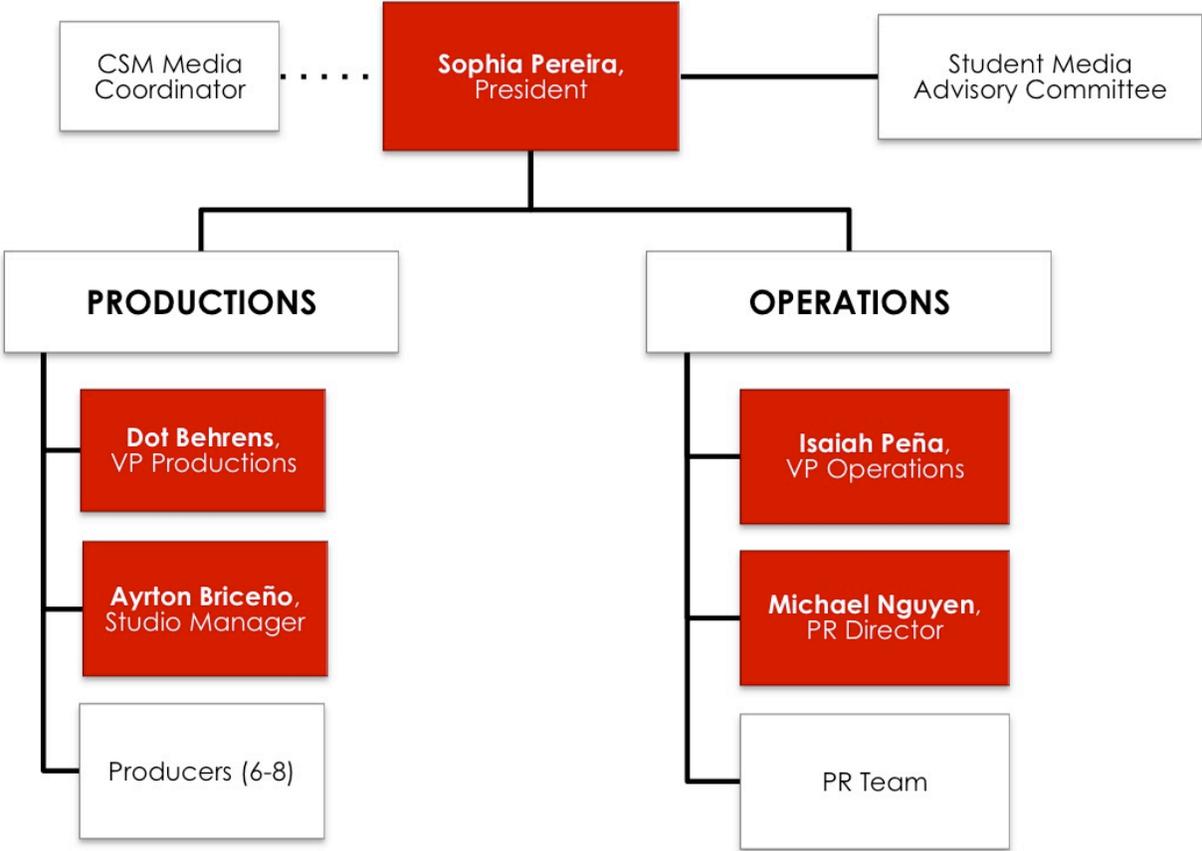
Working with an original production provides a certain responsibility depending on what job each member has. Every job is important and integral to the process. SVN gives students opportunities to work with others and to practice production skills. The level of responsibility that certain members have to take on helps them gain leadership in production management, public relations, team management, and studio management.

Justification:

SVN is the only organization on campus that provides students the opportunity to develop and broadcast their own media projects. In addition to original programming, SVN also airs popular blockbuster movies to ensure a schedule of continuous programming, which is one of the most challenging jobs among the student organizations.

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

Student Video Network is now officially a unit of the Center for Student Media (CSM), which includes SVN, Coog Radio, and The Daily Cougar. While the CSM is awaiting the hiring of a newmedia coordinator to advise SVN, CSM Director Matt Dulin is advising the organization and works directly with the executive board, whose structure is shown below.



3. List your unit's strategic initiatives and action steps identified for the 2012-2013 academic year and cite the specific Division of Student Affairs Strategic Initiatives (http://www.uh.edu/dsa/about_student_affairs/strategic_plan.html) and University of Houston Strategic Goals (<http://www.uh.edu/president/vision-priorities/>) to which they relate. Please comment on your success in achieving these strategic initiatives/action steps. If a strategic initiative/action step changed during the year, please note this and explain. Also, list any new strategic initiatives/action steps, the rationale for the addition, and comment on your success in achieving these items.

Objective 1: Maintaining production quality for on-air programming and assisting 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 semester of 4 – 8 student produced television shows.

Status: Accomplished/Ongoing. Despite going an entire year without a studio to facilitate filming and post-production, VN produced six series with 10 total episodes or segments.

- Catalyst – 3 episodes, 1 trailer – Spring 2013
- In The Game – 2 episodes – Fall 2013
- Seanthology – 1 segment – Spring 2013
- The Pineapple Show – 2 episodes – Spring 2013
- Life on Campus – 1 segment – Spring 2013
- Define: College – 1 segment – Spring 2013

2. Continue providing 24/7 programming through fall, spring, and summer consisting of movies, commercials, trailers, and original programming

Status: Accomplished/Ongoing. The Swank movie contract still continues, commercials have been and are being made for other organizations and are broadcasted on the channel, trailers for movies SVN promotes are broadcasted, and new/green-lit original shows continue to be broadcasted.

- CAPS – Fall 2012 – Video given to CAPS
- Delta Zeta - Summer 2012 - SVN YouTube
- Hilton Banquet – Spring 2013 – Channel 6
- SXSW coverage – March 2013 – on SVN YouTube and Channel 6
- Mr. UH – Fall 2013 – Video given to SPB

3. Utilize commercial request form and event coverage form to assist on-campus student organizations and department with productions

Status: Partially Achieved. SVN has turned the paper forms into online forms at

uh.edu/svn and they are currently used by other organizations to inform us of their requests.

4. Continue to have production classes to inform and educate new and current members.
Status: Accomplished. SVN offered classes throughout both semesters consisting of camera operation, writing, editing, acting, lighting, and others. SVN continues to teach classes throughout the year.

- Acting classes were taught over an 8 week period, twice a week, with an average of 4 students per class.
- Camera classes were taught twice a month over a 6 month period with an average of 5 students per class
- A one-on-one lighting class was taught.
- Two editing classes were taught with 3 students per class.

5. Work with different departments on campus to obtain student- or departmental-created video content to be aired on our station.

Status: Accomplished. SVN worked with the Center for Student Involvement – Leadership and Civic Engagement to air videos made for Constitution day.

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.

Status: Not accomplished. The Executive Leadership Retreat, sponsored by the Center for Student Involvement served as the first retreat. No retreats were held after XLR. Board meetings were used instead to build communication and to gain knowledge. Bi-weekly summer board meetings were used to plan out the following semesters.

2. Maintain project management system through producers.

Status: In Progress. Every year the Vice President of Productions sets guidelines for the producers. Starting in the summer of 2013 with the current executive board, the Vice President of Productions began compiling a producer handbook.

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

Status: Accomplished/Ongoing. Face to face meetings. Progress meetings were held. Meetings were held upon completion of a project as well. All 6 producers from last year, Kelby Brooks (Catalyst), Errington Harden (In The Game), Kevin Aquino (Seanthology), Jordan Ekeoba (The Pineapple Show), Vinson Valdez (Life on Campus), and Michael Nguyen (Define: College) were a part of these face-to-face meetings with Isaiah Peña, the Vice President of Productions 2012-2013.

4. Establish a standardized archiving process for all paperwork.
Status: Accomplished. Paperwork is organized by branch and event into a file box. A DropBox account is used to store and share digital documents year to year.
5. Increase the digital archiving of video to once a month.
Status: Partially Accomplished. Producers archived their work as they went along whether it be every week, month, or two months. There was no set time to archive footage. Finished products are backed up onto an external hard-drive.

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.
Status: Accomplished. A checklist was developed to ensure that we finalize sponsors 3 months in advance, finalize designs 8 weeks in advance, send designs to print 7 weeks in advance, compile a list of people to help post marketing 3 weeks in advance, and post marketing 2 weeks in advance. A calendar was set up in advance in order to have deadlines. The deadline calendar was made prior to each semester.
2. Update online marketing sites for better visibility throughout campus, including the SVN website, both Facebook accounts, Twitter, and YouTube channel.
Status: Accomplished. The SVN website was used to promote contests for members to win movie tickets, Blu-ray combo packs, movie posters, etc. Facebook was used to direct members to the webpage for contests and information. Facebook Events were used to invite members to SVN events such as Outdoor Movie Festival twice a year, and Open Auditions in the fall. Facebook is linked to Twitter therefore any post on Facebook was automatically put on twitter. Facebook was also used to send reminders of classes, contests, filming opportunities, and events. Pictures from SVN events are posted on Facebook organized by album/event. In September of 2012, a Tumblr account was made for SVN. This was used to promote SVN events, contests, and reviews. The SVN YouTube account was organized by show so that viewers can watch episodes in order back to back. The YouTube page is used to put original SVN content and promotional videos for movies we were asked to promote.
3. Work with The Daily Cougar to increase visibility on campus.
Status: Accomplished. SVN worked with The Daily Cougar to promote Outdoor Movie Festival. They put an ad in the paper and SVN handed out papers at the event. A segment called “Man on the Street” was produced in collaboration with The Daily Cougar.
4. Further develop online surveys to collect statistics on viewership.
Status: Accomplished. A survey was conducted by the Center for Student Media to get information on UH students and their relationship toward media organizations.

5. Discuss and implement feedback methods with members for events, meetings, and production classes during SVN General Assembly Meetings.
Status: Accomplished. When students were asked what type of meeting they would be more likely to attend for information, we received feedback that led us to take out General Assembly Meetings and implement Show Meetings so that students can attend a meeting for a specific show. This way shows get an idea of who would really be interested. We didn't want to take out an SVN informational meeting all together so we also implemented an SVN Fair conducted the Fall semester to let students know what to look forward to in the year. In the Spring semester we had a general meeting to send out info for our productions and commercials.

6. Purchase more marketing items to be distributed to students.
Status: In progress. As SVN's storage space was greatly reduced, buying more items other than swag we already had wasn't an optimal idea for the organization. New T-shirts were bought for the Fall 2012 semester. Now that all of our T-shirts and swag from previous years have all been given away, we have room for new items that will be bought Fall of 2013.

7. Continue to collaborate with other student organizations for SVN's Outdoor Movie Festival in the Fall and Spring.
Status: Accomplished. OMF was co-sponsored by CEO and SPB both semesters. In addition to CEO and SPB, we also had DJ's from Coog Radio provide music before the movie started, and we collaborated with The Daily Cougar for ad space in exchange for handing out papers during the event.

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.

Strategy

1. Work with more on-campus departments to tune TV's to SVN.
Status: Not accomplished. The Channel 6 station was down intermittently due to construction outside of the UC. SVN is slated to have several TVs in the New UC dedicated to Channel 6 starting in January 2014.

2. Continue relationships with other Houston-based media companies.
Status: Accomplished/Ongoing. With the relationship with Moroch in Houston, SVN was able to attend multiple interviews with actors and producers. That relationship also provides SVN swag to be given out as prizes to students. SVN continues to work with Moroch for press passes to prescreenings of feature films in exchange for promotion and reviews. Moroch comes to us every year in search of interns and a number of SVN members have been hired on as interns. Other connections include L&H and The Houston Film Commission.

3. Build stronger bonds with successful SVN Alumni to open up networking opportunities for members.

Status: *Accomplished.* Viral Bhakta works with Moroch and he sustains that relationship. Monique Andy was the founding producer of In The Game and is now a UH Alumni that continues to work with In The Game. Gus Forward came to SVN asking for recommendations for an internship.

4. Develop an SVN Alumni spotlight on the SVN website to recognize past members.

Status: *In progress.* A section of the website has been created for alumni. In 2013-14, SVN will add additional profiles.

5. 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.

Status: *Not Accomplished.* Opportunities were opened to us but our budget did not allow for the payment of these professionals to conduct workshops or network seminars.

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.

Status: *Not Accomplished.*

The SVN administration did not feel it necessary to implement a point system in 2012-13. The current SVN executive board is reviewing this goal for the current year.

2. Establish a better tracking system for the membership point system.

Status: *Not Accomplished.* A membership point system was not created. SVN could not establish a central system of tracking members and their contributions.

3. Speak to more classes within the University to increase membership and awareness.

Status: *Accomplished.* Each board member and multiple producers spoke to their classes about SVN opportunities.

4. Develop a recognition program for producers.

Status: *Accomplished.* SVN holds an awards banquet at the end of every Spring semester. All shows are eligible for awards thus producers are recognized if their show, cast, or crew win awards.

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

Status: *Accomplished.* Summer Orientations were used to its fullest potential. An SVN member attended every panel possible before the organization fair. Names and emails were compiled at the fair from interested students.

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

Objective 6 was put on hold due to the move from the underground to the UC in Room 263. The significant loss of space and the upcoming move to the UC North delayed studio equipment

acquisition. This objective will be a priority in the current year once SVN moves into the new studio.

4. Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned strategic initiatives and/ or action steps and their importance as compared to others that you might pursue. Where data exist, discuss the number of persons served by each of your programs and any assessment measures and/or learning outcomes used to evaluate program success. Please provide the method for collecting these data.

Programming Variety

Channel 6 shows programming specifically geared toward the UH student population. While channel 6 broadcasts popular movies, it also broadcasts original shows made by UH students for UH students.

Programming Time

The channel stopped working in May of 2012 because of the move from the UC Underground to the UC second floor where our office is located. In August of 2012, the channel began working in certain locations of the campus but it was not yet campus wide like it was before May of 2012. The channel continued to be partially working around campus until September of 2013 where it became fully functional all around campus.

Method for Collecting Data

Membership numbers are calculated from a spreadsheet that represents all membership applications. Large event attendance such as Outdoor Movie Festival is counted with a clicker. Smaller events such as general meetings and production classes have sign in sheets attendees fill in their name and contact information.

Attendance Table

Shows attendance over summer: will compile

Events to happen before SFAC

- Classes
 - o Weekly Sony Camera Class: avg 2
 - o Weekly Acting Class: avg 2
 - o Bi-weekly Editing Class: avg 2
 - o Weekly Writing Class: avg 3
 - o Weekly DSLR Class: avg 5
- OMF
 - o CEO: 107
 - o SVN: 70
 - o SPB: 517
- General Assembly Meeting
 - o 30 attendants

- Open Auditions
 - o October 29-30 (hasn't happened yet)

Online Statistics

- SVN Cougars' Facebook: 2,000+
- Twitter
- G-mail Listserv: 1,400+
- YouTube Views:
 - o Cinema Kik
 - Brave - Mark Andrews Interview: 190
 - The Odd Life of Timothy Green – Peter Hedges and Joel Edgerton Interview: 203
 - Breaking Dawn part II - Jackson Rathbone Interview – 245
 - Warm Bodies – Jonathan Levine and Dave Franco Interview: 1,528
 - Admissions – Tina Fey, Paul Rudd, and Paul Weitz: 49
 - o SVN SFAC FY 14: 301
 - o Catalyst
 - Teaser Trailer: 223
 - Episode One: 836
 - Episode Two: 411
 - Episode Three: 407
 - o Define: College
 - Prologue: 396
 - o Seanthology
 - Teaser Trailer: 130
 - o South by Southwest
 - Evil Dead Cast Interview: 6,927
 - Prince Avalanche – Paul Rudd, Emile Hirsch, and David Gordon Green Interview: 287
 - o Life On Campus
 - Teaser Trailer: 137
 - o Despicable Me 2 – Despicablimp Pilot Interview: 562
 - o Harlem Shake UH Remix: 1,430

5. Please discuss any budget or organizational changes experienced since your last (FY2014) 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 FY2013 with a Ledger 3 Fund Equity balance, please describe the conditions which caused the fund balance.

SVN ended with a fund-equity of \$5,297. This resulted from applying some cost-savings in a few areas:

- Travel: the approved budget of \$2,700 for travel was not fully utilized. By pooling resources and opting not to stay in hotels during coverage of South by Southwest in Austin, SVN's total cost for the trip was only \$215. **Total savings: \$2,485**
- Banquet: Costs associated with the spring banquet were reduced from \$4614 to \$3,545. Savings were attributed to holding the banquet in the Houston Room instead of a University Hilton ballroom. **Total savings: \$1,509.**

Also contributing to the fund equity were delays in receiving equipment that was approved for purchase by SFAC. Specifically a new DSLR camera was back-ordered, causing the charges to fall on the FY 14 budget. This reduced the expected expenses by **\$1,509.**

6. Please list your 2014-2015 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs Strategic Initiatives and University of Houston Strategic Coals to which they relate. 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.) that you intend to implement to accomplish your stated initiative.

Strategic Initiative 1: Increase production quality of all SVN productions including television shows, commercials, and short films.

Action Steps

1. Partner with new CSM advisor and the Student Media Advisory Committee to develop an official training curriculum to address the entire production process from planning and pre-production to post-production and broadcasting.
2. Attend regional and or college media conferences to obtain knowledge from industry professionals and learn from peer institutions.
3. Acquire additional equipment to enhance SVN's ability to capture high quality video and audio and expand the number of concurrent productions.
4. Utilize studio environment to produce two shows focused on informing and educating students: an interview-style news program and a talk show based on current events and social issues. Secure funding to compensate dedicated executive producers, editors, and reporters to ensure regular content is produced on schedule.
5. Identify content partners in the School of Communication, College of Technology, School of Art and elsewhere to supplement on-air content provided by Channel 6.

Strategic Initiative 2: Improve SVN's long-range planning and development for events and productions.

Action Steps

1. Use June and July to plan all event dates, reserve locations, identify collaborative partnerships, establish milestones, and make checklists for each event.
2. Establish and enforce hard deadlines for production cycles throughout the school year to ensure content is produced in a timely manner.

3. Establish an effective master marketing plan that utilizes all groups in the CSM and promotes viewership of SVN programs. Shift creation of promotional material to CSM production team.

Strategic Initiative 3: Establish official collaborative programs with Daily Cougar, Coog Radio, and the CSM.

Action Steps

1. Work with Daily Cougar editorial board to facilitate production of studio-based interview show and increase exposure of the sports show “In The Game” by posting to the The Daily Cougar website in addition to Channel 6 and the SVN website/YouTube.
2. Work with CSM advertising team to develop a streamlined approach to creating basic video ads, estimating costs of commercial production and feasibility of creating a production team to focus on advertising video projects.
3. Create formal content and staff sharing arrangements, such as pooling photographers to cover news and sports events.

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. The Center for Student Media plans to enable advertising revenue for SVN in the near future.

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 is no overlap on a production standpoint since there are no other organizations that create programming for a channel.

SVN has partial overlap with The Daily Cougar (TDC) as SVN hosts a Sports News show *In The Game* and The Daily Cougar covers sports news as well. We are currently working with the CSM organizations (SVN, The Daily Cougar, and CoogRadio) to make the most of these overlaps by working together and sharing content when possible.

SVN has a movie review show, which also partially overlaps with The Daily Cougar's written movie reviews as well. So far we have been able to collaborate by having the Cougar feature SVN's written reviews on their page while SVN shows a video review on the channel and posts a written review on the Internet.

SVN hosts Outdoor Movie Festival every semester and while outdoor movie showings are replicated by other organizations, we see it as an important way to create interest in the organization.