

Student Fees Advisory Committee
FY 2014-15 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.

As the only student-run radio station on campus, Coog Radio's mission is to provide an outlet for innovative individuals who are passionate about communication to enhance a sense of community. After marking the beginning of its third year of broadcasting this fall, Coog Radio is finally finding steady footing and has earned the respect of its fellow student organizations. With permanent SFAC funding, Coog Radio can begin to realize its full potential.

Streaming 24 hours a day, 7 days a week, Coog Radio has a schedule of more than 40 shows that offers a wide range of styles and interests, reflecting the diverse student body. Coog Radio's mission is accomplished by providing students real-world experience in the radio industry, with the opportunity to work with industry-standard equipment within its studio to produce a live broadcast on the Internet, an experience and education that goes beyond what students can learn in the classroom.

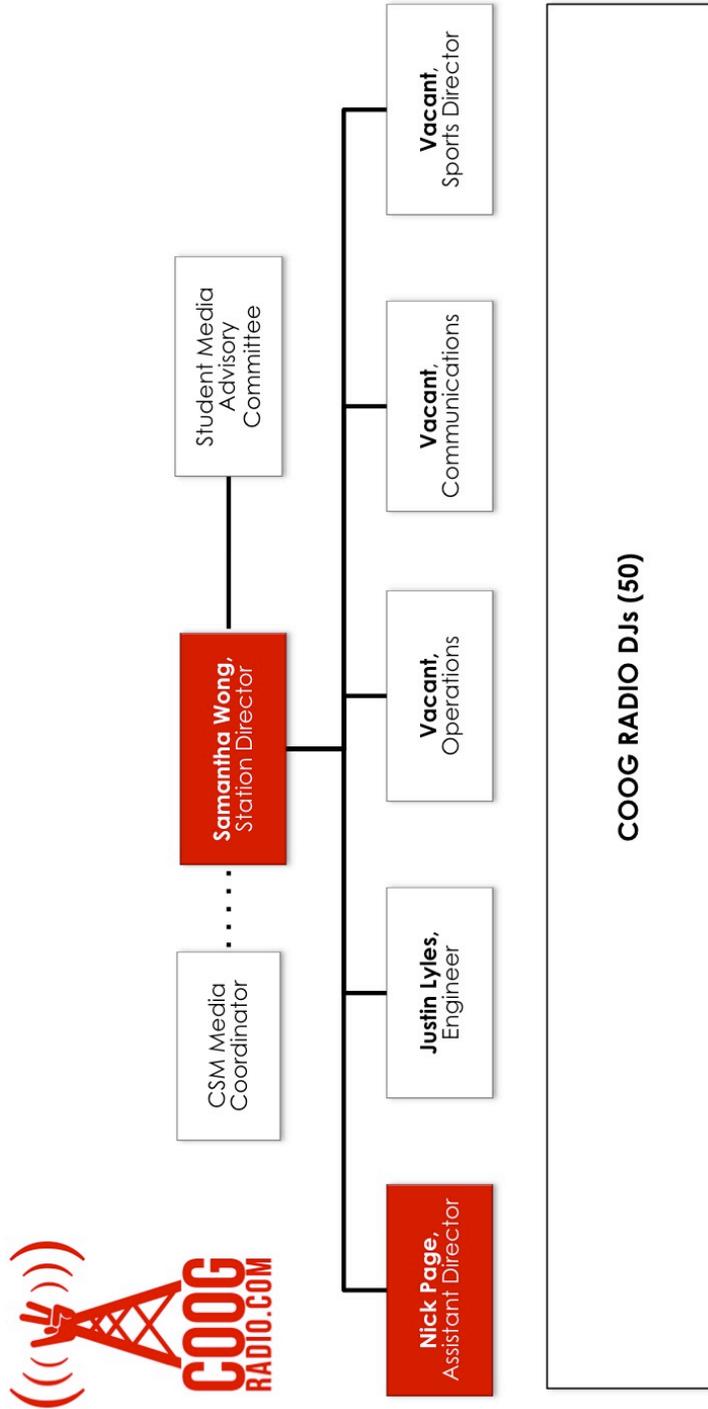
This year, Coog Radio has made huge advances in its web presence and its organizational structure. A new website debuted in August 2013 and has been a hit, attracting almost as many page views in one month as the former site did in the previous six months. The stage is now set for Coog Radio to roll out a new mobile application, which has already been developed and is awaiting University and App Store approval. The station is now collecting statistics from all of its listeners, whether they are tuning in from our website, app or another program. The station is now listed in the iTunes radio library, giving listeners yet another way to tap into UH's student-run broadcast.

Coog Radio takes pride in supporting other student organizations around campus and local artists in the community. Recent collaborations include working with the Student Video Network to create videos with as well as DJing events for the Student Program Board, Cougar Move-in, and the Blaffer Art Museum. With the introduction of live-read advertisements, the station is able to promote on-campus events for and about various organizations. The station is also in collaboration with music promoters and organizations like A to Z Marketing and Live Nation as well as local venues like Warehouse Live.

As a member of the Center for Student Media, the station can expand its efforts in reaching out to the campus community and providing a voice for the student body. The center would also provide necessary resources to improve the station's infrastructure, which would improve the quality of production and sustainability while providing students a better real-world experience in the radio industry.

With student fees, Coog Radio will expand the awareness around campus and improve its capabilities to give students a better feel for what it is like and to help open doors and start careers in the radio industry.

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.



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 and University of Houston Strategic Goals 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.

1. Update station with industry-standard equipment.
 - a. Status: Complete. The station has purchased the following:
 - i. AEQ Bravo TT audio board
 - ii. Mobile sound system for remote performances
 - iii. Microphones
 - iv. iMac for editing audio
 - v. 2 new PCs for new studio setup
 - vi. Mic stands for DJs and in-studio guests
2. Create a mobile app.
 - a. Status: In progress. The station has explored options for producing a mobile app, however in the spirit of collaboration it is working with the Center for Student Media to support a centralized app to include more content.
3. Reconstruct website.
 - a. Status: Complete. The station launched a fully functioning website August 1 that is powered by WordPress. Coog Radio partnered with the Center for Student Media to build the website.
4. Expand to 24-hour live programming.
 - a. Status: On Hold. The station has put a hold on pursuing 24-hour live programming as it is not the most effective way to increase listenership as compared to other methods, such as on-campus marketing. However, the stream has music playing 24 hours a day.
5. Identify public areas on campus where the stream can be played.
 - a. Status: Completed. The station has talked to the Campus Recreation and Wellness Center, Jimmy Johns, McAllister's Deli, and The Den on campus to see if the stream could be played on location. The Den, Jimmy Johns and McAllister's Deli declined for personal reasons or because of corporate contracts. The station is still waiting to hear back from the Rec.
6. Increase collaboration with UH Athletics.
 - a. Status: On Hold. The station has put a hold on increasing collaboration with UH Athletics because of a lack of interest among the current membership.
7. Host a concert on campus.
 - a. Status: In progress. The station is embarking on collaborative endeavors with Student Program Board to co-host events on campus. The station is also working with the Frontier Fiesta Association in the spring to provide musical entertainment during Frontier Fiesta.
8. Increase quantity and quality of promotional items.

- a. Status: Complete. The station purchased 300 T-shirts, 1000 stickers, 500 button, 3 3'x6' vinyl banners, 250 water bottles, 250 sunglasses, 1000 4"x6" fliers, 30 11'x17' posters, and 1300 business cards for general marketing purposes with funds provided by the FY 13 OT allocation for marketing.
9. Schedule standard Station IDs to identify the radio station on-air.
- a. Status: Complete. When scheduled songs are playing, a pre-recorded message plays every three tracks indicating the name and the description of the station.

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.

The station gauges its success in achieving the aforementioned objectives based on the listenership and views on its website. Since January 2013, Coog Radio has captured listener statistics only for those who connected via TuneIn.com or the TuneIn mobile application.

Moving forward, with the purchase of our own statistics module, we can capture stats on all other listeners who reach the stream directly from our website, iTunes or some other route.

Month	Pageviews on Coogradio.com	Unique Listeners via TuneIn	TuneIn sessions 5+ Minutes*
September 2012	3,765	N/A	N/A
October	2,776	N/A	N/A
November	2,173	N/A	N/A
December	1,698	N/A	N/A
January 2013	2,511	1,904	814
February	1,945	1,596	607
March	1,900	1,724	541
April	1,584	2,088	592
May	1,216	1,414	332
June	1,764	1,579	559
July	1,713	1,390	391
August	11,147	1,378	249

*Sessions 5+ Minutes: This refers to the number of users who connected and listened to the stream for more than 5 minutes, a key indicator of listener interest and loyalty.

Coog Radio’s social media following is also a strong indicator of interest and engagement. With the help of our marketing funds, we increased these followings by more than 40%.

Facebook fans/likes as of October 11: 2,121 (increased 41% since last year)

Twitter followers as of October 11: 824 (increased 42% since last year)

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 Fund 3 addition to Fund Equity, please describe the conditions which caused the addition.

There were no differences between amount of SFAC request and actual SFAC allocation for FY 2014.

Fund Equity Balance FY 2013

The FY 2013 fund 3049 addition to fund equity was \$11,484.

The conditions contributing to this addition were partially attributed to backordered equipment that had been ordered in FY 13, but because of delays in fulfillment, payment was not processed until after the FY 13 cutoff date. These items were identified for a carryover request totaling \$4,746 that was approved by the Vice President for Student Affairs and Enrollment Services.

The remaining \$6,378 in One-Time funds were not allocated by Coog Radio's previous administration for any specific equipment, supply or marketing item. Lacking a good strategy to spend this money to benefit the station and not wanting to exceed SFAC's stipulated marketing budget and to support SFAC's decision not to support a concert budget, Coog Radio decided it would be best to return excess funds as a gesture of good will and hope that funds will be awarded to expand Coog Radio moving forward.

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 Goals 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.

Coog Radio directly supports the Division of Student Affairs strategic plan initiative to “create new opportunities for student success through learning, engagement and discovery.” All of our strategic goals for 2013-14 are aligned with ensuring that students succeed, learn skills and engage with their community.

Coog Radio’s objectives for the 2014-2015 year are:

1. Improve infrastructure and outreach to support potential for advertising on air and on the website or to increase promotional activities.
 - a. Systemize audio system to incorporate recorded advertisements: With scheduling pre-recorded messages and using live-reads when necessary, develop a consistent workflow for on-air commercials.
 - b. Work with Center for Student Media to determine potential online advertising positions and rates.
 - c. Work with venues and music stores to obtain giveaways and increase awareness.
 - d. Assist CSM with identifying potential advertisers and sponsors and support production of commercials.
2. Improve quality of programs and production.
 - a. Work with CSM adviser and Student Media Advisory Committee resources to establish audio production workshops, voice training and other sessions geared toward radio broadcasting; require membership participation.
 - b. Arrange an annual tour of KUHF/KUHA.
3. Increase total unique listeners across all platforms.
 - a. Utilize The Daily Cougar and SVN/Channel 6 to promote programming on an ongoing basis.
 - b. Develop and implement annual marketing and outreach plan with specific actions for every month to ensure a constant stream of promotion is carried throughout the academic year.
 - c. Offer student organizations and departments DJ services to promote the Coog Radio brand.
 - d. Establish consistent campus outreach at events.
 - i. Cat’s Back
 - ii. Welcome Week event
 - iii. Birthday concert
 - iv. Homecoming event
 - v. Mid-semester fall event
 - vi. Spring lunch concerts
 - vii. Frontier Fiesta event
 - e. Increase likes on Facebook
 - f. Increase followers on Twitter
4. Explore production of audio programs available on demand through CoogRadio.com.
 - a. Identify 2-3 episodic program models based on content of interest to college students, including one campus news update in collaboration with The Daily Cougar.

- b. Produce 3-4 episodes of each.
 - c. Promote new programs through all CSM channels.
- 5. Explore the ramifications of music licensing to allow for professional-standard programming.
 - a. Approach KTRU to research how to operate under certain licensing agreements, such as music provided by outside record labels.
 - b. Identify a method to incorporate songs that require royalties in station programming

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.

On-air advertising is a possible source of funding for the station. Currently, the station is exploring live-reads and has implemented a live-read system this semester to promote on-campus activities, events, and organizations in exchange for cross promotion.

The Center for Student Media is another source of funding. As a member of the center, the station can work closely with the center's advertising department to coordinate with local vendors and companies to advertise on the Coog Radio website as well as on air.

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 are no services that are similar to or overlap with Coog Radio. As the only student-run radio station, Coog Radio prides itself in its unique ability to offer students the service of working in radio station that emulates a real-world experience that cannot be taught in a classroom.