

STUDENT FEES ADVISORY COMMITTEE

FY2017 QUESTIONNAIRE

STUDENT VIDEO NETWORK

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 that allows students to expand their college experience by learning about and getting involved in an active production environment. Our mission is to inform, educate, and entertain students through original programming. In all, SVN provides the necessary resources in production to empower students through creative control. By allowing students to find their niche within the crews of shows, members will flourish in every skillset they wish to take on. This will help motivate excellence and competency. Thus, bringing innovative ideas to the newly branded and now completely original programs on CoogTV.

Method of Accomplishment:

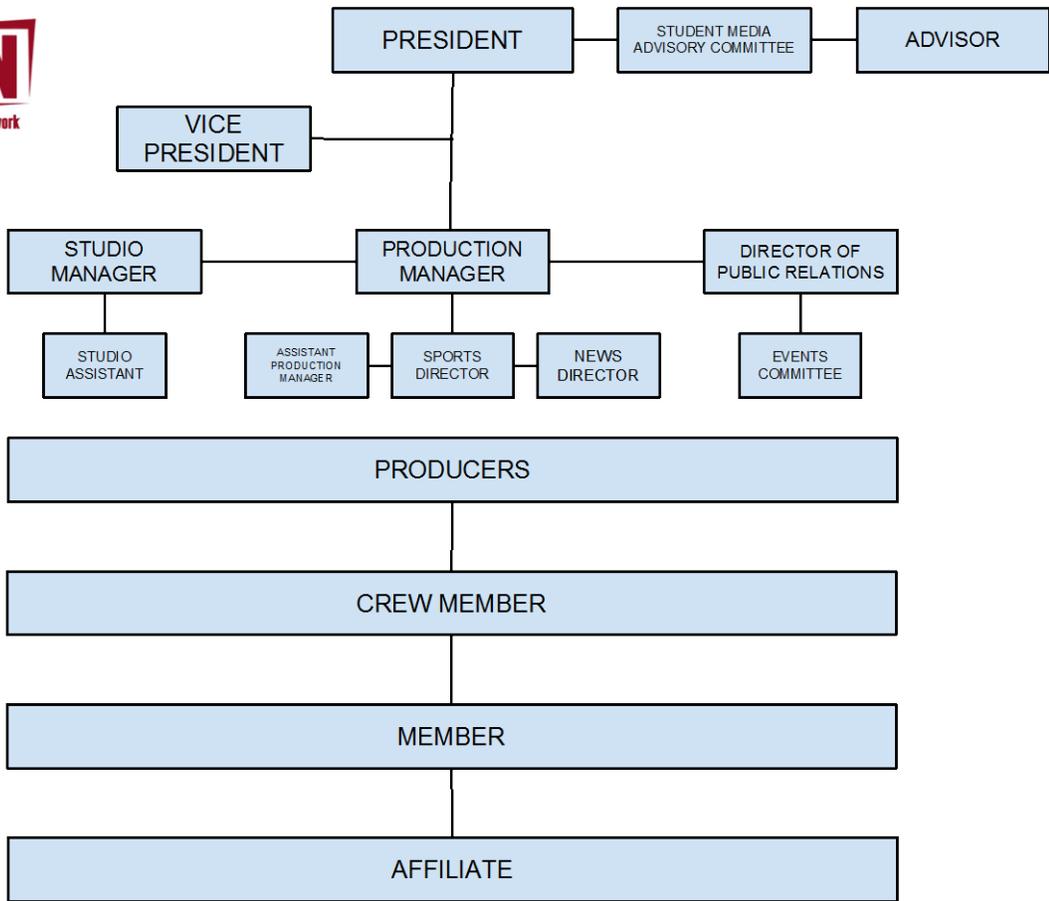
SVN prides itself on being the only outlet on campus that allows students the resources to run their own production. All members are allowed creative freedom through self-motivation. As members gain experience throughout the production process, they become further qualified to create original content, bringing more concrete and qualitative shows to the channel. In order to prepare our members, SVN provides exclusive classes, on-set training, and seminars from professionals. These opportunities are open to all UH students interested in creating television and film. This year, all classes are to be taught by trained professionals in order to provide the best CoogTV experience possible. Every job within a production has is just as important and integral to the network as the next.

Justification:

The investment of student fees from SFAC has resulted in an increasingly professional video production environment. They have also resulted in better student engagement, learning opportunities, and higher standards of quality expectations that our students can hold their work accountable for. In addition, the organization has also been able to produce higher quality productions that both benefit and inform the student body.

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

SVN is one of the three major outlets of the Center for Student Media. Paul Schneider, the center’s Activities Coordinator assigned to SVN, works hand-in-hand with CSM Director Matt Dulin and the Executive Board to provide professional options, advice, and training throughout the year. The chart below provides a clear structure of the organizational flow:



3. List your unit's strategic initiatives and action steps identified for the 2014-2015 academic year and cite the specific Division of Student Affairs and Enrollment Services (DSAES) Strategic Initiatives and University of Houston Strategic Goals to which they relate (links below). 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.

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.**

Status: Complete This year, we have established a set of professionals to train SVN members through all three steps in the production process. Members are required to attend at least one class in order to move on in the membership application process. This guarantees the safety of our equipment as well as bringing quality assurance to productions.

2. **Attend regional and or college media conferences to obtain knowledge from industry professionals and learn from peer institutions.**

Status: Not Completed

3. **Acquire additional equipment to enhance SVN's ability to capture high quality video and audio and expand the number of concurrent productions.**

Status: Complete SVN has obtained the following benefits from our additional equipment:

- New Lenses: Increases the quality of visuals.
- Additional Cameras: Enables more content to be produced simultaneously.
- Tripods: Holds cameras in place and enables smooth pans and tilts.
- Studio and Field Lights: Increases the quality and stylistic appeal of visuals.
- Furniture: Creates a more appealing setup within shows.

These purchases have and will improve quality within every production.

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.**

Status: Complete There are now two stipend leaders in the positions of News Director and Sports Director in order to make sure that both types of broadcasts are running proactively and developing from production to production. Within those two departments, we will release:

@UH - News Broadcast

In the Game - Sports Broadcast

CoogLife - The Cougar's lifestyle magazine videos

CoogTV Spotlight - Highlights of different places within the University of Houston.

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.

Status: Complete We have reached out to professors within the Jack J. Valenti School of Communication to provide student-produced content on the channel. We have also opened up the channel to other departments throughout the UH community in order to fulfill the spirit of the CoogTV name.

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.

Status: Complete This year, SVN collaborated with the Center for Student Media to participate in facility “takeovers” to market the brand (such as the Communication Building or Cougar Village).

2. Establish and enforce hard deadlines for production cycles throughout the school year to ensure content is produced in a timely manner.

Status: Ongoing All productions are asked to provide a tentative calendar with at least 10 scheduled air dates. They are also required to provide filming locations and schedules in order to have a board member on set as frequently as possible.

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.

Status: Ongoing We have been utilizing the CSM Design Team as well as planning congruent but individual designs and looks for each production that can match and align with channel marketing and recognition.

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

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.

Status: Complete The Cougar's Life & Arts editorial publication, CoogLife, will now have 3 parallel video components for each publication released. They have also rebranded their “sports” email edition to “In the Game”, the current title for our Sports Broadcast on CoogTV. The email will also encompass an exclusive In the Game segment.

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.**

Status: **Ongoing** SVN and The Center for Student Media have created the Media Services Team, allowing facilities and departments to reach out for advertising and marketing material. The pool of individuals to man the crew for the requested video projects come from SVN's roster of trained members as well as work-study students hired and trained by CSM staff.

3. **Create formal content and staff sharing arrangements, such as pooling photographers to cover news and sports events.**

Status: **Complete** We have decided to take a new approach as far as crew and positions within the org. Each member will work in the department of their interest (i.e. camera, writing, directing, editing, etc.) in order to master their craft. There is no limit to the amount of interests you wish to master. However, it is recommended that members streamline their skills within every CoogTV show, rather than sticking to a single in-house production as before.

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 exists, 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.

Method for Collecting Data

SVN uses the membership roster, attendance on set and broadcast views to monitor, both, the people creating the productions and the amount of viewership we receive.

Equipment Checkout

- Total (Sept. 1 - August 31): 118 checkouts

Membership Roster

- Before July 31, 2015: 223 registered members
- August 1 - 31: 76 approved applications

Online Statistics

- Facebook: 958 Likes (Sept. 1, 2014)
- Facebook: 1,080 Likes (Aug. 31, 2015) +122 Likes (+12.7%)
- Twitter: 425 Followers (Sept. 1, 2014)
- Twitter: 623 Followers (Aug. 31, 2015) +198 Followers (+31.8%)
- CoogTV.com (Launch Jan. 19 - August 31, 2015) - 11,608 total pageviews

YouTube Channel Viewership

2013 Total Views: 32,721

2014 Total Views: 23,221

Top Views (2013):

- Frontier Fiesta 2014 Lineup 4,873
- SPB Voice - Team Jimmy (“Kathleen Nguyen”) 2,572
- Welcome to the Cage - Stadium Opening 2,286
- SPB Voice - Team Skippy (“Lauren Remo”) 2,235
- SPB Voice - Team Emily (“Joy Nisnisan”) 1,623

Top Views (2014):

- SVN “Wedding Ringer” Interview 7,170
- “This is How We Game Day” 995
- ITG Special: Jherrod Stiggers Goes Pro 901
- The Cage’s Opening Week 776
- ITG S.6 UH Football Coach’s Conference 631

Note: Emphasizing SVN member content resulted in more views for SVN shows.

5. Please discuss any budget or organizational changes experienced since your last (FY2016) 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 FY2015 with a Fund 3 addition to Fund Equity, please describe the conditions which caused the addition.

SVN returned \$2,554.00 to SFAC's Fund Equity. Through the purchasing process and equipping the studio, all equipment items were procured and the leftover amount is returned to SFAC for redistribution in FY 17.

6. Please list your 2016-2017 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs and Enrollment Services 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.

Strategic Initiative 1: Increase viewership of CoogTV productions on YouTube and CoogTV.com.

Action Steps

1. Update social media daily and increase social media followership to 4,000 for both Facebook and Twitter. Increase total annual YouTube video views to 50,000.
2. Collect weekly data in order to better understand CoogTV's audience engagement.
3. Cover campus and Houston related stories through @UH, In the Game, and CoogTV Spotlights in collaboration with The Cougar. Work with The Cougar to showcase news videos on thedailycougar.com and in the daily email edition.

Strategic Initiative 2: Develop constant and reliable programming for the channel.

Action Steps

1. Utilize the Producer Handbook to ensure all productions meet quality standards.
2. Create and maintain a concurrent programming schedule for all CoogTV productions
3. Secure producers, co-producers and crew for next season's programming at least one semester prior and provide adequate training to all show crew members.
4. Utilize a stable communication method between the board and productions.
5. Hold bi-weekly production meetings with the board and all producers.

Strategic Initiative 3: Create effective educational and professional development opportunities and membership process that ensures continuous improvement of members.

Action Steps

1. Network with outside sources to further allow connections and opportunities for students to extend their college experience.
2. Establish more relationships with the Valenti School of Communication, College of Technology and other departments and student organizations within the university.
3. Attend regional and or college media conferences to obtain knowledge from industry professionals and learn from peer institutions.

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.

With the development of the advertisement department within the Center for Student Media, SVN is now accepting sponsorships for their events and offering bumpers and promotional videos on the channel.

In addition, Media Services has provided students with the opportunity to work on video projects within the University.

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.

No overlap exists.