

CENTER FOR STUDENT MEDIA

UNIVERSITY of
HOUSTON
CENTER FOR STUDENT MEDIA



Student Fees Advisory Committee (SFAC)

PROGRAM QUESTIONNAIRE FY17-18

- 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 for the Center for Student Media

Grounded in professional ethics and best practices, the Center for Student Media supports and empowers student-driven expression, publishing and broadcasting.

- The supporting role is fulfilled by the CSM's management of revenue-generating activities, as well as other critical functions such as billing/invoicing, newspaper delivery and management of various university workflows and processes.
- The empowering role is facilitated by the center's focus on education and training on journalism, media production and leadership skills, as delivered by programs such as Edit Camp, weekly workshops and ongoing critique and feedback.

Executive Summary

The Center for Student Media (CSM) is a cutting-edge multi-platform laboratory that prepares collaborative, innovative and creative students for real-world media practice and leadership. During FY16 CSM launched a major new student publication, Cooglife (within The Cougar organization), substantially increased local (off-campus) revenue, reached over 16,000 mobile app users and kick-started a student media services program, providing video and photo services to campus departments.

In 2014, the CSM opened its doors in the Student Center North, ushering in a new era of collaboration between student media organizations. From the outset, CSM embarked on a major strategy shift for the student newspaper, became fully staffed and adopted the university's Redline mobile application initiative.

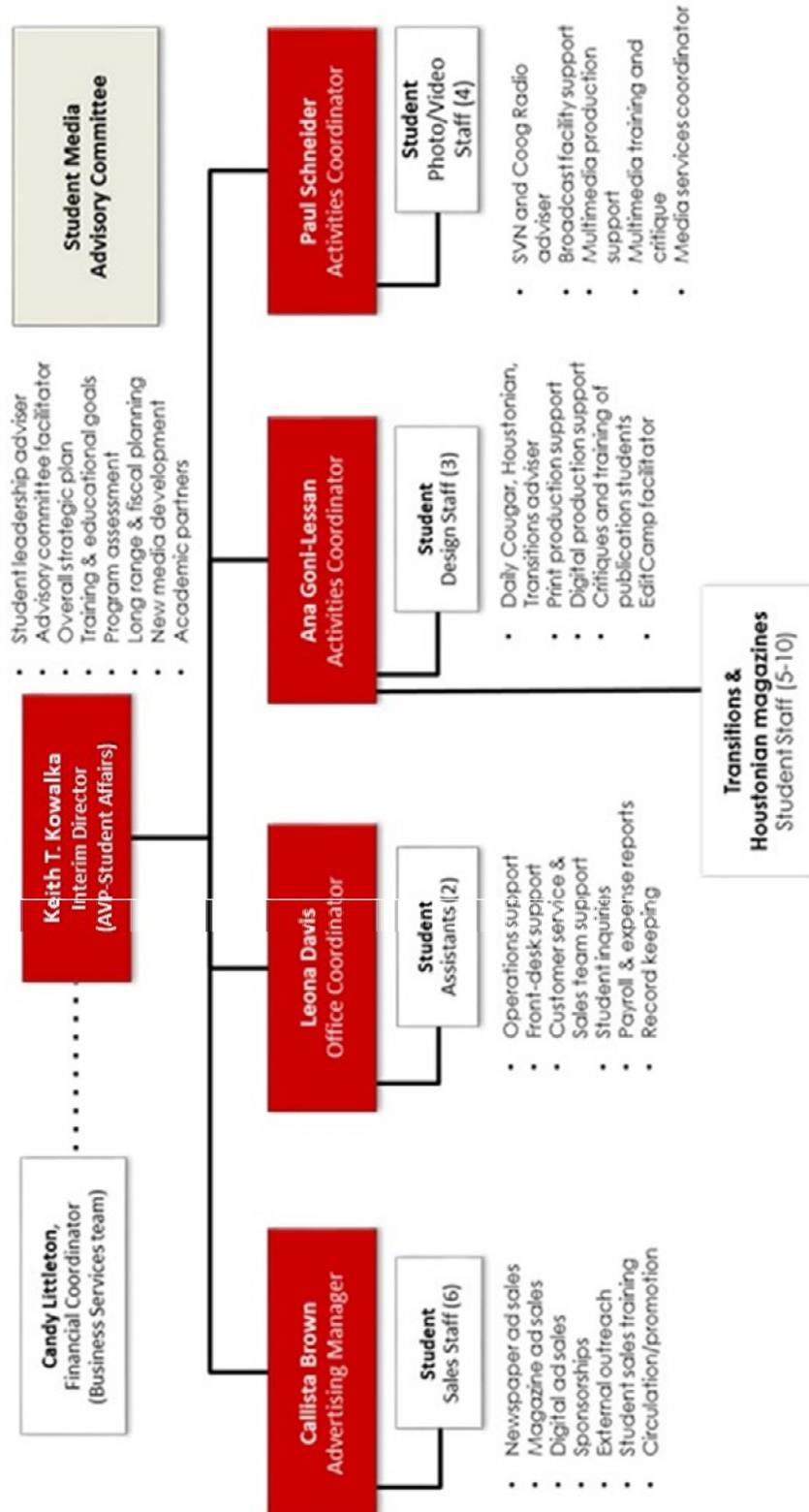
The department review process, conducted in May of 2015, resulted in positive feedback from national evaluators and identified opportunities to refine the work of the center and move toward a sustainable model of high-impact educational practices alongside effective revenue-generating business ventures.

The center accomplishes its mission by providing professional media advising and training, creating opportunities for students to learn about and create media, and by generating revenues to support these efforts. The CSM creates a framework for media production, distribution, audience measurement, and assessment. CSM provides advice to The Cougar, CoogTV and Coog Radio. In addition, CSM produces Transitions Magazine for all new UH students, The Houstonian, a publication for all graduating students from UH, and the Cougar Calendar. CSM also provides media services for campus departments and student organizations, as well as manages the UH Redline app.

Student Service Fee funding contributes directly to the CSM's mission to provide an unparalleled student experience and foster a vibrant portfolio of community-focused media that inform, guide and engage students, faculty and staff. The funding provided by SFAC also allows the center to direct proper attention to education as well as invest toward revenue-generating activities, two priorities that can come into conflict.

In the meantime, fiscal management of generated revenues and cost efficiencies over the last four years has resulted in fund reserves that are being used to balance the budget while new strategies are implemented.

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 2015-2016 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.

DSAES Plan: (http://www.uh.edu/dsaes/about/strategic_plan.html)

UH Goals: (<http://www.uh.edu/president/vision-priorities/>)

Strategic Initiative: Implement recommendations of the internal/external program review process. (DSAES Initiative 4.a.)

Action Step: Action items will be determined through the program assessment process, in partnership with Division of Student Affairs & Enrollment Services leadership.

Partially accomplished: CSM has addressed many of the recommendations from the External Review process. Some of these include: re-worked the training program for all stipend student leaders and bi-weekly student staff; identified cross platform media as the expectation for all student organizations housed in CSM; and began to build closer ties to the Valenti School of Communication.

Strategic Initiative: Grow revenues from publications in print and online to drive overall revenue growth. (DSAES Initiative 2.b.)

Action Step: Explore feasibility of expanding magazines as a publication revenue source. **Accomplished:** Created a successful new magazine, Cooglife, which was well received by both student body and SFAC.

Action Step: Work with UH Alumni and Printing and Postal to determine feasibility of a Cougar subscription program to mail newspapers to alumni in exchange for an annual donation.

Deferred: With transition in the Director position, no action was taken on this item.

Action Step: Increase overall publication-based revenues with a focus on local business advertising, leveraging special sections in The Cougar and magazine-style publications.

Partially accomplished: Cooglife and The Cougar saw an increase in local advertising for the beginning of the 2015-2016 fiscal year. This marks the first time in eight years we have seen revenue growth.

Action Step: Create a Digital Media Think Tank to discuss next stage of development of web, mobile and tablet-based media and potential for revenues in this area.

Deferred: With transition in the Director position, no action was taken on this item

Strategic Initiative: Fully implement a media services unit offering photo, video and audio services for campus departments and local businesses. (DSAES Initiative 2.b.)

Action Step: Consolidate and centralize equipment storage and checkout under the authority of the CSM and develop consistent policies and training regarding access and usage.

Accomplished: Equipment usage trainings have been implemented, and the policies regarding access and usage have been implemented.

Action Step: Recruit, train and develop media services team members in partnership with Student Video Network.

Accomplished: For FY 2016 Media Services hired 3 college work study students to assist with the workload. Another 6 students from the different groups within CSM were used on a contractor basis to assist when necessary

Action Step: Implement a marketing plan to stimulate interest in contracting CSM for media projects.

In Process: with transition in the Director position, the marketing has been by word of mouth, primarily in DSAES. This will be an area of focus for FY17.

Action Step: Assess service through follow-up surveys.

Deferred: With transition in the Director position, no action was taken on this item

Strategic Initiative: Facilitate transition from Student Video Network to Coog TV. (DSAES Initiative 1.d.)

Action Step: Provide support to students to produce weekly broadcast-quality, studio-based programming focused on the UH campus and college life.

Accomplished: In FY16 CoogTV was the most productive since they joined CSM; which includes 6 regularly airing programs.

Action Step: Develop content partnerships with School of Communication and other on campus video providers to supply UH content to the channel.

Accomplished: Video Workshop, a program produced by students at the Valenti School begin airing on CoogTV in the summer of 2016 and will continue to do so in the future. CoogTV has also created a program designed to feature Valenti School filmmakers and their work called Coog Cinema.

Strategic Initiative: Commit to a regular schedule of multimedia workshops, field visits and other professional development opportunities. (DSAES Initiative 1.f.)

Action Step: Plan and implement a semester-based training calendar that offers at least two (2) hands-on media workshops per week for 10 weeks of each semester, open to all CSM students, which develop fundamental skills as well as multimedia competencies, and one (1) field visit opportunity such as a guided tour of a media facility or other professional environment.

Accomplished: The Cougar Advisor provided four workshops last fall and a series of photojournalism trainings with the photo students in the spring. This fall, there are six workshops: New reporter training, studio production, photo, feature writing, editing and backpack journalism.

Action Step: Implement an effective assessment strategy for measuring the impact of CSM professional development opportunities.

Accomplished: New reporter workshops will have a mini assessment at the end to determine what more needs to be done to help new journalists succeed at The Cougar.

Strategic Initiative: Expand co-curricular credit opportunities with the School of Communication and Bauer College of Business. (DSAES Initiative 2.c.)

Action Step: Identify courses that could support regular TV content production.

Accomplished: Multi-Camera Production classes as well as classes in editing, motion graphics and DSLR cinematography have been developed and were offered for the first time in spring 2015

Action Step: Propose formal Independent Study opportunities for special projects.
Partially accomplished: In discussions with the Valenti School and the Digital Media program. Hope to finalize these areas in FY17.

Action Step: Identify opportunities for formal internship credit programs offered through the CSM.

Partially accomplished: CSM is in talks with Temple Northup from the Valenti School of Communication to make all of our organizational leader roles a class for credit.

Action Step: Become a recognized sales internship provider with the Program for Excellence in Selling.

In Process: Discussions have begun with the Program for Excellence in Selling. We can hopefully close the loop on FY17.

Strategic Initiative: Achieve national, state and local recognition for effective student media advising, programming and media production work from student organizations. (DSAES Initiative 4.d.)

Action Step: Submit student work to college-level contests hosted by professional media organizations.

In Process: Student work was submitted to Houston Press Club (First place in Best College Newspaper division), Associated Collegiate Press (not awarded yet), and Society for Professional Journalists Mark of Excellence (submission completing at Nationals). In addition, both Cooglif and The Cougar are Pacemaker finalists.

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.

Year-over-Year Utilization

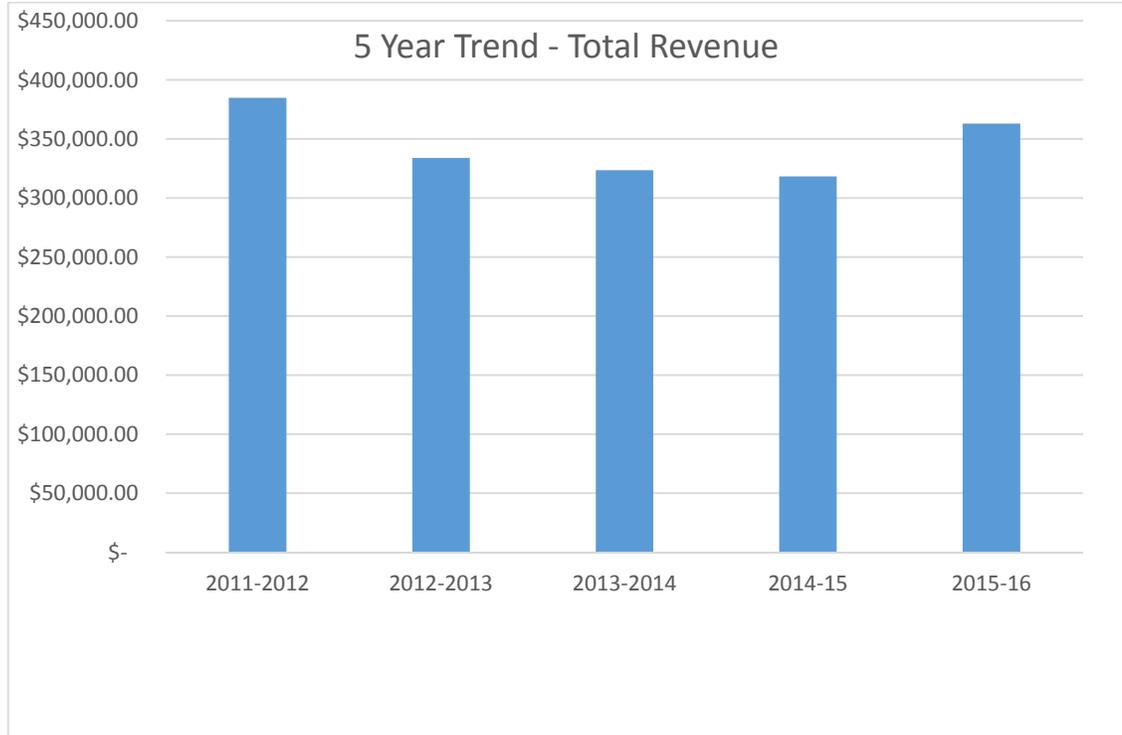
Both audience and revenue are significant measures of success for student media at large.

| Media advancement, audience, engagement | 2013-14 | 2014-15 | 2015-16 |
|--|---------|---------|---------|
| <i>Total impressions</i> | | | |
| coogradio.com | 73,384 | 132,947 | 137,725 |
| coogtv.com | 0 | 11,608 | 36,028 |
| thedailycougar.com | 894,264 | 961,346 | 948,319 |
| <i>Total users (unique visitors)</i> | | | |
| coogradio.com | 18,352 | 63,979 | 98,756 |
| coogtv.com | 0 | 5,364 | 17,214 |
| thedailycougar.com | 399,102 | 442,982 | 500,004 |
| Cougar - average pickup rate (% of total distr.) | 81.90% | 77.0% | 74.8% |
| Cougar - digital subscribers | 3,246 | 3,565 | 4,398 |
| CoogTV - YouTube Channel Views | 23,221 | 30,323 | 39,803 |
| CoogTV - SVN Channel Views (retired channel) | 32,422 | 7,516 | 3,998 |
| Coog Radio - Unique Listeners | 5,698 | 2,881 | 5,300 |
| Coog Radio - Sessions (1-15 minutes) | n/a | 2,994 | 14,801 |
| Coog Radio - Qualified Sessions (15 minutes) | n/a | 2,964 | 4,051 |
| Redline - Application registered users | n/a | 11,086 | 16,213 |
| Redline - Dashboard page views | n/a | 161,251 | 211,619 |

| Resources | 2013-14 | 2014-15 | 2015-16 |
|---------------------------------------|---------------|---------------|--------------|
| Total revenue, The Cougar | \$ 224,477.64 | \$ 191,082.64 | \$ 171,159 |
| Total revenue, thedailycougar.com | \$ 29,393.17 | \$ 31,767.00 | \$ 27,344 |
| Total revenue, Cooglife | \$ - | \$ 9,920.00 | \$ 89,972 |
| Total revenue, CoogTV | \$ - | \$ 6,000.00 | \$ 6,000 |
| Total revenue, Coog Radio | \$ - | \$ 5,800.00 | \$ 4,500 |
| Total revenue, CSM Publications/Other | \$ 9,701.19 | \$ 64,538.00 | \$ 52,025.00 |
| Total revenue, CSM Media Services | \$ - | \$ 8,793.00 | \$ 11,967.00 |
| Donations/giving | \$ 2,075.00 | \$ 500.00 | \$ 165 |

Revenue Trends

This charts represents CSM aggregate performance by merging all revenues from The Cougar, Transitions, Houstonian and any other CSM project, compared to the previous four years. Note that prior to FY 13, CSM operated as Student Publications. FY16 was the first time in eight years that revenues have increased.



Revenue by Classification

| | FY 2011 | FY 2012 | FY 2013 | FY 2014 | FY 2015 | 5-year change | |
|--------------|---------------------|---------------------|---------------------|---------------------|---------------------|-----------------------|-------------|
| Local | \$132,231.39 | \$86,863.18 | \$80,393.78 | \$106,663.25 | \$148,911.07 | \$16,679.68 | 13% |
| Campus | \$198,368.53 | \$173,183.09 | \$191,492.56 | \$166,754.32 | \$137,776.30 | \$(60,592.23) | -31% |
| National | \$85,742.46 | \$91,244.01 | \$40,459.59 | \$32,073.48 | \$20,822.85 | \$(64,919.61) | -76% |
| Classified | \$40,596.71 | \$28,422.84 | \$21,482.52 | \$17,387.95 | \$10,791.07 | \$(29,805.64) | -73% |
| Total | \$456,939.09 | \$379,713.12 | \$333,828.45 | \$322,879.00 | \$318,301.29 | \$(138,637.80) | -30% |

| | FY 2011 | FY 2016 | 6-year change | |
|--------------|---------------------|---------------------|----------------------|-------------|
| Local | \$132,231.39 | \$168,220.25 | \$35,988.86 | 27% |
| Campus | \$198,368.53 | \$145,148.66 | \$(53,219.87) | -27% |
| National | \$85,742.46 | \$35,600.97 | \$(50,141.49) | -58% |
| Classified | \$40,596.71 | \$13,968.63 | \$(26,628.08) | -66% |
| Total | \$456,939.09 | \$362,938.51 | \$(94,000.58) | -26% |

In FY16, Fifty-one (51) campus accounts **decreased** advertising/media services
(SFAC accounts in **red**)

| Account | FY 15 | FY 16 | Change \$ |
|---|--------------|---------------|-----------------------|
| ACTIVITIES FUNDING BOARD | \$ 528.00 | | \$ (528.00) |
| AFRICAN AMERICAN STUDIES/P.BEARD | \$ 350.00 | | \$ (350.00) |
| AMERICAN HUMANICS | \$ 175.00 | | \$ (175.00) |
| BAYLOR COLLEGE OF MEDICINE | \$ 556.00 | | \$ (556.00) |
| BLAFFER GALLERY | \$ 1,798.00 | | \$ (1,798.00) |
| C.T.BAUER COLLEGE OF BUSINESS | \$ 3,725.00 | \$ 2,445.00 | \$ (1,280.00) |
| CENTER FOR FRATERNITY & SORORITY LIFE (CFSL) | \$ 5,375.00 | \$ 1,800.00 | \$ (3,575.00) |
| CENTER FOR STUDENT INVOLVEMENT (CSI) | \$ 6,914.00 | \$ 6,372.00 | \$ (542.00) |
| CLINTON GLOBAL INITIATIVE | \$ 800.00 | | \$ (800.00) |
| COLLEGE OF TECHNOLOGY | \$ 425.00 | | \$ (425.00) |
| COUGAR BYTE/HiEd @ UH | \$ 165.00 | | \$ (165.00) |
| COUGAR CARD | \$ 1,400.00 | | \$ (1,400.00) |
| COUNSELING & PSYCHOLOG. SERVICES | \$ 1,050.00 | \$ 176.00 | \$ (874.00) |
| CULLEN OAKS | \$ 354.00 | | \$ (354.00) |
| DEAN OF STUDENTS | \$ 4,968.00 | \$ 4,509.00 | \$ (459.00) |
| DEPARTMENT OF SOCIOLOGY | \$ 120.00 | | \$ (120.00) |
| FRONTIER FIESTA | \$ 8,068.30 | \$ 5,658.16 | \$ (2,410.14) |
| GREYHOUND | \$ 490.00 | | \$ (490.00) |
| HAM CYCLES | \$ 275.00 | | \$ (275.00) |
| HEALTH CENTER | \$ 425.00 | | \$ (425.00) |
| HOUSTON COLLEGIATE PANHELLENIC ASSOCIATION | \$ 640.00 | | \$ (640.00) |
| IGNITE LEADERSHIP PROGRAM | \$ 500.00 | | \$ (500.00) |
| INFORMATION TECHNOLOGY SERVICES & SUPPORT | \$ 200.00 | | \$ (200.00) |
| IT SECURITY COMPLIANCE | \$ 816.00 | | \$ (816.00) |
| METROPOLITAN VOLUNTEER PROGRAM | \$ 480.00 | | \$ (480.00) |
| MEXICAN AMERICAN STUDIES (CMAS) | \$ 1,200.00 | \$ 375.00 | \$ (825.00) |
| MISSION 24 | \$ 231.00 | | \$ (231.00) |
| OFFICE OF UNIVERSITY MARKETING | \$ 150.00 | | \$ (150.00) |
| PLEASURE ZONE | \$ 350.00 | | \$ (350.00) |
| PRESIDENT'S - MARKETING | \$ 2,000.00 | | \$ (2,000.00) |
| PROGRAM FOR MASTERY IN ENGINEERING | \$ 650.00 | | \$ (650.00) |
| SEGWAY OUTBACK | \$ 475.00 | | \$ (475.00) |
| SMOKE ALLEY | \$ 132.00 | | \$ (132.00) |
| STUDENT CENTERS ADMINFORMERLY: UC ADMIN | \$ 24,132.00 | \$ 20,813.00 | \$ (3,319.00) |
| STUDENT GOVERNMENT ASSOCIATION | \$ 1,400.00 | \$ 150.00 | \$ (1,250.00) |
| STUDENT PROGRAM BOARD | \$ 3,217.00 | \$ 1,950.00 | \$ (1,267.00) |
| THE BRIDGE - UH WESLEY FOUNDATION | \$ 231.00 | | \$ (231.00) |
| THE CHRISTIAN SCIENCE ORGANIZATION | \$ 924.00 | \$ 385.00 | \$ (539.00) |
| THE DEN | \$ 1,095.00 | | \$ (1,095.00) |
| THE HONORS COLLEGE | \$ 531.00 | \$ 300.00 | \$ (231.00) |
| UC LEISURE SERVICES | \$ 1,422.00 | \$ - | \$ (1,422.00) |
| UH CONTINUING EDUCATION DEPT. | \$ 585.00 | | \$ (585.00) |
| UH DENTAL OFFICE | \$ 1,142.00 | | \$ (1,142.00) |
| UH SPORTS AND ENTERTAINMENT | \$ 2,100.00 | | \$ (2,100.00) |
| UH WELLNESS CENTER | \$ 2,740.00 | \$ 1,070.00 | \$ (1,670.00) |
| UH-ATHLETIC DEPARTMENT | \$ 250.00 | | \$ (250.00) |
| UNIVERSITY CAREER SERVICES | \$ 3,111.00 | \$ 2,970.00 | \$ (141.00) |
| URBAN EXPERIENCE PROGRAM | \$ 850.00 | | \$ (850.00) |
| WEB TECHNOLOGIES | \$ 2,690.00 | | \$ (2,690.00) |
| WOMEN AND GENDER RESOURCE CENTER | \$ 2,462.00 | \$ 706.00 | \$ (1,756.00) |
| YOUNG AMERICANS | \$ 100.00 | | \$ (100.00) |
| | | IMPACT | \$ (45,088.14) |

Assessment Projects, which are all based on student development, from the Center for Student Media in FY16 included the following:

Radio DJ Training/Development

- Students who participate in Coog Radio DJ training and who actively participate in the position will be able to:
 - Correctly operate a sound board for a multiple-source live broadcast
 - Use appropriate speech techniques and Coog Radio branding for live reads
 - Operate WideOrbit system for building run list for the show
 - Produce a broadcast that meets professional standards for radio.
- The purpose of this assessment is to determine students' skill development after undergoing a Coog Radio training and on-boarding by looking at the quality of their work based upon a rubric.
- Students who are selected as candidates to become a Coog Radio DJ will receive hands-on training from the adviser and a student leader. They will also receive a DJ training packet with written guidelines and instructions and a copy of the rubric they will be evaluated upon. After receiving the training and given an opportunity to practice, the DJ will then record a show for evaluation. The adviser, station director and an outside professional will evaluate the recording based on a rubric for assessing production quality. At the end of the assessment students will be given specific areas for improvement.
- The rubric was applied to six shows in the fall and six in the spring who were asked to submit for this preliminary assessment. The analysis showed that overall, the DJ's lacked in the area of professionalism.
- The findings from the rubric were discussed with the student leaders and this information was used to implement a self-assessment technique where the DJ's would critique one of their own shows, and another DJ's shows on a monthly basis. The rubric will be carried into the FY 17 and applied to each DJ on Coog Radio.

Student Newspaper Quality

- As a result of training, development and practical experience, students will be able to produce a newspaper that adheres to professional standards for print media and journalistic quality.
- The purpose of this assessment is to provide a summative, structured evaluation of the student newspaper that will identify areas where students need to improve their work through the application of journalistic standards and leadership. The assessment attempts to look at student learning by examining the actual work product.
- A panel of news professionals, community members, journalism faculty and the newspaper adviser, will complete rubrics for a specific sample - six newspaper editions, three from the first half of the semester and three from the second half. Scores and comments generated from the critiques will be aggregated and presented to the student newspaper leaders.
- In the fall of 2015, The Cougar participated in an assessment project for comments and critique from professionals and journalists. The critique covered social media, web layout, writing, editing, design, photos and graphics.
- This year, the adviser will emphasize more web workshops and development. Media Camp has also been adjusted to include more in-depth WordPress and social media training sessions. In addition, The Cougar has also hired a creative director with a background in

graphic design. There are also plans to include multimedia, in collaboration with CoogTV, at least once a week and for the feature-length investigative stories that will be published each month in the fall.

Television Program Development

- As a result of training, development and practical experience, students will be able to produce consistent television programming customized for a college audience.
- The purpose of this assessment is to determine student producers' skill development after undergoing a series of training and advising sessions then practice and hands-on learning, by ultimately looking at the finished work product.
- Producers of the main lineup of CoogTV will submit two of what they consider to be their best episodes to be reviewed. A rubric-based review will be administered by the adviser with a panel including video faculty and community members.
- Initially the rubric was applied to two episodes of each show that were regularly produced in the fall and spring. This analysis showed the overall technical quality of each production was at a very professional level. Creatively and visually some of the productions were lacking interest.
- The findings from the fall period were discussed with each show's producer and ways to improve each production were identified with their advisor. Upon re-evaluation in the spring, most of the shows had improved their overall appeal by the addition of new show introduction and closing graphics packages and the use of video playback on the onscreen monitor. The rubric will be carried into the FY 17 using an expanded panel of reviewers.

- 5. Please discuss any budget or organizational changes experienced since your last (FY2017) 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 FY2016 with a Fund 3 addition to Fund Equity, please describe the conditions which caused the addition.**

At the close of FY 16, the Center for Student Media returned \$827.08 to SFAC, and maintained \$9,495 in the CSM 3056 cost center.

Cost savings areas

CSM reduced its student worker budget in FY 16 primarily due to reduced advertising student payroll. As students were in training mode most of the year, few earned commissions, reducing the overall payroll. CSM should anticipate this payroll increasing as ad sales students learn and earn more.

Overall M&O expenses show as lower in the actual column from projected, as some of these expenses were charged to the Cougar's revenue account.

6. Please list your 2017-2018 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: Support student engagement through learning, engagement and discovery in student media.

Action Step: Continue to develop training and education workshops for all members of the student media organizations and student staff around cross platform experiential training.

DSAES 1

Action Step: Work with the Center for Diversity and Inclusion, as well as other resources and services on-campus, to provide diversity, inclusion and sensitivity training for all students engaged with the Center for Student media. **DSAES 1**

Action Step: Support students with their growth and development in submitting nominations for Awards of Excellence within the professional student media environment.

DSAES 5

Action Step: Support conference attendance for professional staff and student leaders to ensure the CSM team is maintaining cutting-edge services, programs and student-centered opportunities. **DSAES 2**

Strategic Initiative: Explore/implement Non-Tradition Revenue (NTR) opportunities to underwrite the Center for Student Media operations, as well as additional programs and services to the UH community.

Action Step: Benchmark best practices in Non-Tradition Revenue (NTR) at institutions that have been success with these ventures. **DSAES 2**

Action Step: Develop programmatic events that have CSM service components tied to sponsorship for local, national and on-campus clients. **DSAES 2**

Strategic Initiative: Review CSM business operations to ensure we are operating efficiently, and provide an effective customer/client experience.

Action Step: Review the CSM office configuration to ensure maximum efficiency for student organizations, service centers and professional staff. **DSAES 2**

Action Step: Review client relations manager (CRM) software to evaluate what is the best system on the market to meet the needs of CSM, the CSM student organizations, as well as the students who we are recruiting to provide advertising support. **DSAES 2**

Strategic Initiative: Develop enhanced relationships with the Valenti School of Communication, the College of Business and the Digital Media program.

Action Step: Work with the Valenti School of Communication to establish internship credit for stipend student leader position in The Cougar, CoogTV and Coog Radio. **DSAES 1 & 6**

Action Step: Continue to develop and enhance collaboration opportunities with Faculty

members and their classes within the Valenti School of Communication that have a direct tie to the various student media platforms offered through CSM. **DSAES 1 & 6**

Action Step: Develop a relationship with the Program for Excellence and Selling in the College of Business. **DSAES 1 & 6**

Action Step: Develop a stronger tie with the Digital Media program to recruit student staff in the CSM production support area. **DSAES 1 & 6**

Strategic Initiative: Continue to grow and market the Media Services program.

Action Step: Revenue goal for Media Services will be an increase by 30% (FY16 to FY18). **DSAES 2**

Action Step: Provide training and guidance for the student staff in the Media Services area to ensure the highest quality of service is provided (timeliness, deadline management and product satisfaction). **DSAES 2**

Strategic Initiative: In conjunction with The Cougar, CoogTV and Coog Radio enhance collaboration opportunities and awareness of the services and programs available at the Center for Student Media.

Action Step: Enhance collaborative opportunities with Registered Student Organizations; and build upon the positive relationships that have been built with the Fee-Funded student organizations. **DSAES 6**

Action Step: Enhance collaborative opportunities with the campus community; specifically focusing on relationships with University Marketing, Media and Communication, Houston Public Broadcasting and departments within the Division of Student Affairs and Enrollment Services. **DSAES 6**

Action Step: Explore collaborative opportunities with media outlets in the Greater Houston area; focusing on training and education for CSM students, but also future employment opportunities for students when they graduate. **DSAES 6**

- 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.**

In 2015-2016 the majority of revenue continued to come from print and online advertising associated with publishing the newspaper, special sections, calendar and magazines. The department also continues to raise funds from donors to build a development account to support student success.

The following new revenue streams were continued in FY 2016:

- News rack posters
- Media services
- CoogTV sponsorship
- Coog Radio sponsorship
- Cooglife publication
- Sponsored Events

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.