



**COOG**  
**RADIO.COM**

***Coog Radio SFAC***  
***Questionnaire FY22/23***

## STUDENT FEES ADVISORY COMMITTEE (SFAC) FY2023 PROGRAM QUESTIONNAIRE

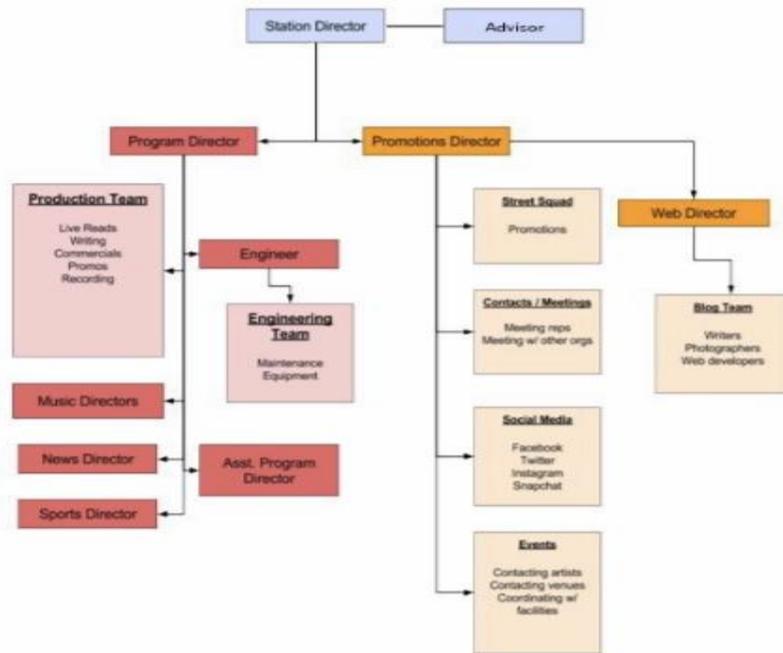
*Please respond to all questions. Restate the question before providing your response. An electronic copy of your responses in PDF format should be sent to: SFAC Chair, in care of the Dean of Students Office, at [dlyoung4@central.uh.edu](mailto:dlyoung4@central.uh.edu) by 1:00 p.m., Thursday, October 21, 2021. It should be noted that only electronic submissions will be considered. Only those requests submitted by 1:00 p.m., October 21, 2021 will be guaranteed full consideration.*

### **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 interested in a wide array of music and radio content, a community to share said love of music, and an outlet to express their interests, such as sports, news, politics, and other pop culture ventures. Here at Coog Radio, students have the opportunity to get hands-on experience with audio production equipment, while providing an overall fun and diverse environment within Coog Radio's community. After marking its tenth year of broadcasting this fall, Coog Radio has continued its growth as a radio station and community, streaming 24-hours a day, seven days a week, and a schedule of more than 20 shows that offers a wide range of styles and interests, reflecting the ever changing 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 and record their own live broadcasts on the Internet, and an experience and education that goes well beyond what students can learn in the classroom and provide valuable traits and experiences, that students cannot only apply to their post graduation careers, but for the rest of their lives. Coog Radio has increased its popularity both on the Internet, the University of Houston community, and the city of Houston. In addition, Coog Radio has become a recognized name within the Houston music community. We have partnered with several reputable groups such as House of Blues, Revention Music Center, White Oak Music Hall, Warehouse Live, Austin City Limits, Astroworld Festival, Live Nation, and In2une Media Promotions to not only organize monthly ticket giveaways, but help bring local, unique and eclectic content to the student body here at The University Of Houston. Coog Radio takes pride in supporting and working with other student organizations around campus and local artists in the community, and artists/students right here from The University Of Houston. Additionally, Coog Radio has become the go-to service for university departments and student organizations to provide musical entertainment for events here at the University of Houston. Coog Radio provides free DJ training with industry standard software. Student fees will help Coog Radio expand its content library that our radio shows hosts can use to help expose students to new ideas and sounds that they can't find elsewhere on campus, keep a diverse playlist that our radio hosts can use to provide unique performances, and ensure that Coog Radio is up to date with the

quickly evolving radio industry. Currently, Coog Radio has 5 paid positions and a slew of hard-working volunteers.

**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.**



**3. List your unit's strategic initiatives and action steps identified for the 2017-2018 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](http://www.uh.edu/dsaes/about/strategic_plan.html))

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

**Strategic Initiative:** Engage all students to intentionally **develop** leadership qualities, critical thinking and communication skills, diversity competencies, and personal growth.

**Action Step:** Continue hosting regularly scheduled workshops to inform our members on the various aspects of broadcasting and audio engineering.

**ONGOING** - We are constantly creating and finding new ways to host workshops, whether it be for live event DJ's, podcasting, speaking on a radio show, or learning over sound engineering. This year, we have created a bi-weekly info session for basic audio engineering in a studio setting and plan on creating one for live shows.

**DSAES Strategic Initiative:** Expand **diverse experiences** on exploration and education while identifying and meeting the needs of our student population through supportive, inclusive environments.

**Action Step:** Encouraging students to express themselves through personal perspective and originality.

**ONGOING** - One of our biggest goals is for our members to be themselves and express their creativity through our various platforms. The community we have created is a safe-space to let your creativity flow; where we don't judge, but learn from each other.

**Action Step:** Recruiting students from various backgrounds to host their own show and/or cover concerts that interest them.

**ONGOING** - After welcoming our largest recruitment class this fall, we have had many students from different backgrounds sign up for radio shows and our blog team to help showcase the diverse aspects of our student body at the University of Houston and beyond.

**DSAES Strategic Initiative:** Foster the **holistic well-being** of all students through coordinated, intentional services and processes.

**Action Step:** Provide and build upon a community of inclusion, diversity, and positivity.

**ONGOING** - Our organization has a zero-tolerance policy for hate speech, harassment, hazing, and overall negativity towards another person. We also continuously strive to promote and partner with the many organizations that are at assistance to mitigate hostile environments and situations on campus.

**DSAES Strategic Initiative:** Enhance **assessment of student success** by defining measures at the departmental and divisional level with a focus on the impact of our programs and services.

**Action Step:** Awarding members with monthly awards recognizing outstanding members.

**ONGOING** - Starting this year, we have created a monthly award that recognizes outstanding performance by a member, whether it's through broadcasting, blog posting, or just being an awesome individual. These members are rewarded with social media recognition and a prize (ex. Concert tickets, gift card, etc).

**Action Step:** Continuous and constructive feedback on contributors performance.

**ONGOING** - This year, we have been working towards increasing the quality of our output to improve our overall listenership. However, to accomplish this, we have been consistently reviewing our DJ's and writing staff performance to provide feedback and to highlight what they do great.

**Strategic Initiative:** Enrich the sense of **connection, belonging, and shared UH identity** among all students.

**Action Step:** Promotion of campus life by showcasing local bands, student organizations, and happenings on and around campus.

**ONGOING** - We have been building connections and communicating with various venues, organization leaders, etc. to help accomplish our vision of collaboration to grow recognition of our platform.

**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. If available, please provide program benchmarking data from comparable institutions.**

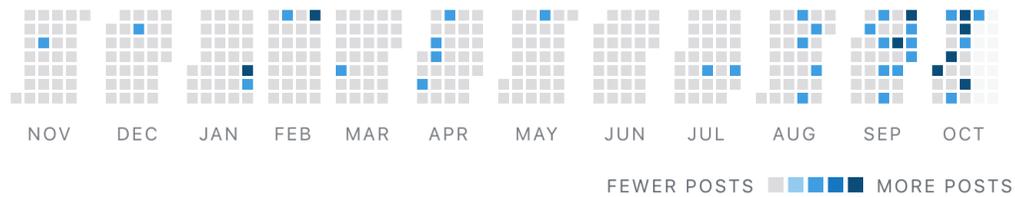
Our success is measured through three main metrics: Listenership, Website Traffic and Social Media Penetration.

#### Social Media Increase

- Instagram: 1,994 (+597 since 2020)
- Twitter: 2,769 (+460 since 2020)
- Tik Tok: 194 (Newly Created)

We have been focused on building up our Social Media presence by showcasing what we do, how to tune in, and give a face to our organization.

## Posting activity



\*From Coog Radio Wordpress

The chart above illustrates our increase in blog posting, which undeniably helps build up our website traffic.

**5. Please discuss any budget or organizational changes experienced since your last (FY2019) 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.**

No organizational changes occurred that impacted the budget. However, the organizational changes within Coog Radio since the last SFAC request consist of transitions within the Board of Directors. Programming Director, Station Engineer, and Web Director positions have been filled with new bodies. The Station Engineer has created teams within his department – Recording Team, Live Events Team, and Equipment Team. The Web Director has established Section Editors – Features/Editorials, Spotlights, and Reviews. All members will soon have both a title and a team that they are assigned to in order to expedite the communication process.

**6. If your unit concluded FY2021 with a Fund 3 addition to Fund Equity in excess of \$5,000, please describe the conditions which caused the addition and provide a line- item identification of the budgetary source(s) of the addition (i.e. lapsed salary, conference travel, etc.).**

Coog Radio did not conclude FY 2021 with any excess of \$5,000.

**7. Please list your 2022-2023 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.**

1. Incorporate block shows into our programming schedule to build a consistent listening experience for our listeners.
  - a. These shows would be more of a basic template that would incorporate campus news, events on campus, and broad subject matter.
  - b. These shows would be for individuals that don't want the responsibility of creating a whole theme for their show and/or new to broadcasting.
2. Establish and build upon relationships with other organizations on campus for live events.
  - a. Provide equipment, musicians, DJ's, or MC's for live entertainment at events.
  - b. Provide a promotional strategy to promote the event.
3. Coog Radio Concert Series.
  - a. A Tiny Desk Concert (NPR) inspired series that invites local bands out to our studio for an interview and film a live performance.
  - b. Started in Fall '21 and will be established through Youtube and our website in Spring '22.
4. FM Studio Visit (Spring '22)
  - a. Collaborate with 106.9 The Eagle to give our members a full studio tour.

**8. Recognizing that the potential to generate additional Student Service Fee income for FY2023 base funding is extremely limited and recognizing that it is likely that some units will not be allocated the new base budget and/or one-time funds requested. Please provide a narrative of how your unit would accommodate a reduction of 5% in your total FY2023 base Student Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made.**

If Coog Radio were to take a 5% reduction in funding, we would voluntarily take a pay cut in student stipends. Each stipend board member has spent at least a year as an unpaid member, so a 5% reduction in funding is something that could be handled with relative ease.

**9. 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.**

Coog Radio is airing advertisements and with time breakdowns of when played thanks to the automation system for ensuring the ads are broadcast effectively. Live radio hosts also read the paid underwriting every half hour. DJ services provide a source of income. In-house student DJs provide DJ services to outside vendors and other departments for a fee. Additionally, the Web Director is working with the CSM to arrange advertising on the website.

**10. 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.**

Currently, there are no overlaps between Coog Radio and any other organization on campus.