

One-Time Request

FY 23-24

CENTER FOR STUDENT MEDIA

Instructional Assistant for Center for Student Media
Publications & Operations

One-Time Funding Request for FY 24

Instructional Assistant for Center for Student Media Publications & Operations

FY 24 One Time Funding Total: \$18,375.15 (12 months)

Salary & Benefits: \$17,335.89

UH Administrative Charge (6.0%) : \$ 1,040.15

The Center for Student Media continues to focus our efforts on maximizing the student experience. In collaboration with the Cougar and continued expansion of student media involvement opportunities to graduate students, we offer an instructional assistantship opportunity that focuses on enhancing the Coogliflife magazine, and CSM publications, like Houstonian and Transitions magazine. Additionally, this position works with CSM to plan events and overall distribution efforts of all publications, including the Cougar.

The Center for Student Media Publications & Operations Instructional Assistant supports the development and creation of all CSM publications. This position allows a graduate student to serve as the Editor of three magazines, involved with student media training while supervising and working with three students who serve as Assistant Editors. While piloting this position in FY 21, we increased readership by 28%, web visits by 87.5%, and Social Media presence for Coogliflife. Thanks to SFAC support in FY22, we increased the Transitions magazine distribution from 4,500 to 13,500 new students. We also established a new partnership with Admissions, making Transitions the official magazine of UH student orientation.

In addition, this position works with the Director of CSM to collaboratively connect all three student media organizations to the Coogliflife brand. This includes CSM events featuring the involvement of the Cougar, CoogTV, and Coog Radio organizations. In the past, collaborative media support involved a Coogliflife story related to Stress-Free Finals, which included discussions on CoogTV related to study snacks, a "Stress Less" music playlist, and features related to stress-free Finals on the Cougar website. For continued support for Coogliflife magazine and the brand's continued growth, the Center for Student Media requests FY 24 one-time funding to support the Instructional Assistant for the Center for Student Media Publications & Operations position.

