



Coog Radio Questionnaire

FY24

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.

Coog Radio gives students at the University of Houston a unique opportunity to learn broadcasting as well as learning Engineering, Marketing, Programming, and Web for radio. We stream our radio 24 hours a day, 7 days a week, and give students the opportunity to express themselves how they want, in a professional broadcasting environment. We pride ourselves on our radio stream, Team System by which members can get involved in Engineering, Marketing, Programming, and Web teams, and services such as live DJs we provide to various organizations on campus. Our mission, as taken from our Constitution, is to “[p]rovide an outlet for students to express themselves through music, speech, or a combination of the two over the radio waves on coogradio.com” and to “[f]acilitate the promotion of local Houston artists of many genres and levels of popularity over the radio waves on coogradio.com”.

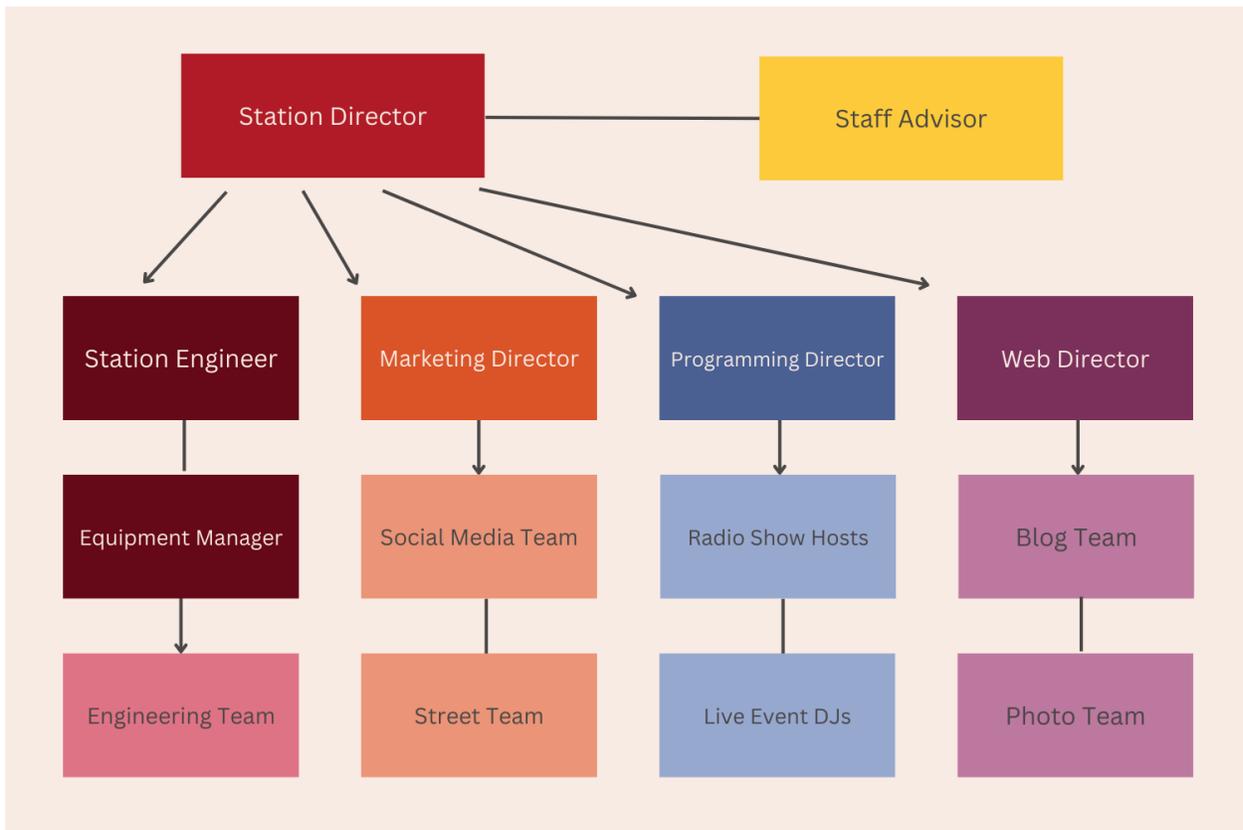
We accomplish our mission through reinstating our previously active (pre-Covid-19) 4-Branch Team System, with structured opportunities for members to get involved in Engineering, Marketing, Programming, and Web. In addition to the Team System, Coog Radio has systems in place to provide live event DJs to organizations on campus, and ways for digital artists and Houston musicians to get involved with our organization. We accomplish this through regular meetings of officers and the Station Director, as well as regular communication with our Faculty Advisor. The officers are responsible for their respective branches, as well as a few additional responsibilities (for example, the Programming Director manages the live event DJs).

Our organization is strongly committed to participating in Houston's music scene and supporting RSOs, AOs, and USOs on-campus. We provide DJs for several organizations, and our officers regularly participate in CSI event planning and running. In addition to our involvement on-campus, Coog Radio has partnered with musicians around Houston as well as venues and businesses such as White Oak Music Hall, House of Blues, Austin City Limits, South by Southwest, Live Nation, and In2une Media. We also plan on having our radio stream played in campus haunts such as The Den, The Nook, and Cougar Grounds.

In summary, Coog Radio provides students the chance to participate in an exciting hands-on broadcasting environment they can't get anywhere else at the University of Houston.

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.

Below is Coog Radio’s organizational chart. Please note that all positions are held by students, except for the position labeled “Faculty Advisor.” Positions with brightly saturated colors are **paid positions**, and positions with dull pastel colors are **unpaid organizational units**.



3. List your unit’s strategic initiatives and action steps identified for the 2021-2022 academic year and cite the specific Division of Student Affairs (DSA) Strategic Initiatives and University of Houston Strategic goals to which these 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.

Below are the 2021-2022 academic year strategic initiatives/action steps:

Initiative 1: Increase campus and community listenership of Coog Radio stream (SS5, SS1).

- a. Create on-campus events to increase awareness of the station.
- b. Increase awareness of new platforms to listen to Coog Radio.
- c. Bring together Houston-based organizations and businesses to the station.

Initiative 2: Create a hub of internships and job offers with businesses in the Houston area for students (SS1, UH Strategic Goal 3).

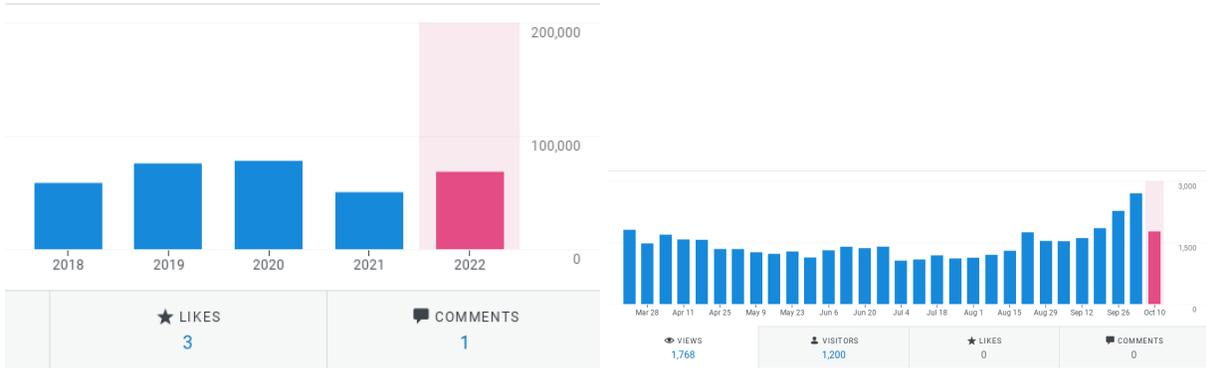
- a. Increase knowledge of jobs and internships available from local and national businesses.
- b. Arrange meet-and-greets between students and professionals.

Initiative 3: Form a series of trainings geared towards developing students’ skills (SS3, SS2).

- a. Develop a plan towards specific equipment, programs, and skills that the Valenti School of Communication targets.
- b. Help build professional resumes and audio reels for students.

Our progress is as follows:

Initiative 1: Coog Radio has increased listenership of Coog Radio stream, as evidenced by our increase in website traffic. Not only through steady increases in campus-wide awareness of Coog Radio, but also through our increased involvement in the Houston music scene, Coog Radio has seen average daily “views” on the website (where our radio stream is located) since nearly 2015. The below screenshots from our website statistics page illustrates this increase (yearly views since 2018 and weekly views since March 2022, from left to right).



- a. Coog Radio has scaled back our goals to participate in on-campus events as an organization. However, Coog Radio officers have participated consistently in CSI events, and additionally Coog Radio has supplied live event DJs for numerous on-campus events (UH Young Alumni, UH LGBTQ Alumni Association, and more).
- b. Coog Radio is only accessible through our website, coogradio.com. Redirecting our previous efforts from increasing the number platforms to improving the website, improving the quality of radio shows, and making the stream accessible to IOS devices has proven very successful.

- c. Coog Radio collaborates with music venues such as 713, White Oak Music Hall, House of Blues, and more. Additionally, Coog Radio is beginning to structure our on-air and website advertising system, which will allow us to form a mutually beneficial relationship with businesses and organizations both at the University of Houston and in Houston as a whole.

Initiative 2: Coog Radio Web Team members have the opportunity to work as a Street Team member at White Oak Music Hall, allowing them to promote upcoming shows at that venue in exchange for experience and tickets to shows. Coog Radio is also planning on reaching out to local radio stations to allow our experienced members (whether they're involved in website management, radio show hosting, engineering, or radio marketing) access to internships with them over the summer.

- a. Coog Radio has not focused many efforts on increasing awareness of jobs and internships available outside of Coog Radio itself, as we have opted instead for a sort of "apprenticeship" program under which members of the Engineering, Programming, Marketing, and Web Teams can learn closely under the director of their respective radio branch, in order to better qualify as a Coog Radio officer candidate for the following year.
- b. Coog Radio officers have had a difficult time arranging meet-and-greets between radio professionals and members due to the busy schedules held by both students and radio professionals. However, Coog Radio seeks to increase efforts to plan such meet-and-greets in the future.

Initiative 3: Coog Radio officers of the four branches (engineering, marketing, programming, and web) do train all of their Team members at the start of each semester. Engineering and programming in particular focus on the equipment in the studio including the RadioDJ software, mixers, microphones, and cables in the Broadcasting Studio.

- a. Engineering and programming branches address lots of equipment and skills which are also addressed by the Valenti School of Communication; however, Coog Radio has shifted its focus to equipment which is specifically applicable to radio broadcasting (which is not a major under Valenti School of Communication).
- b. Coog Radio does not currently offer resume-building or audio reel-building services to students. Coog Radio does, however, offer students the opportunity to participate as a Team Member or even Assistant Director, in addition to the paid officer positions, which supplement members' resumes. Additionally, Coog Radio keeps an archive of all radio shows, which radio show hosts can save themselves and use for audio reels as needed or requested.

4. Please discuss the means 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 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.

Coog Radio has implemented a stronger structure to the organization. To accomplish this, Coog Radio has prioritized regular meetings between officers and the Station Director, revised and rewritten large parts of the Constitution, and reinstated our member Teams System (with Engineering, Marketing, Programming, and Web serving as the four Teams). Evaluating our success largely depends on the communication between officers and the Station Director, so at weekly meetings each officer discusses the progress made by their respective Team as well as their own success or challenges in the regular activities of their position.

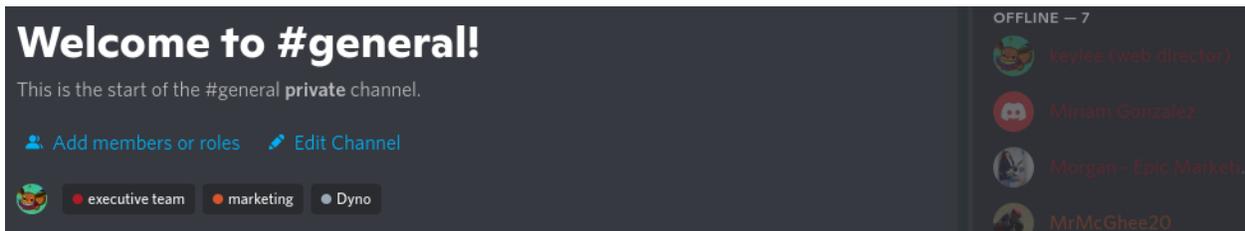
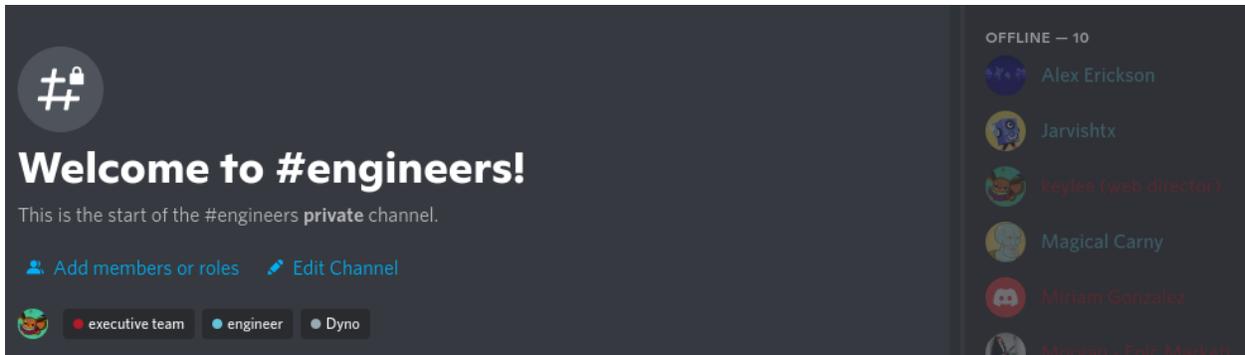
Coog Radio strongly believes that the initiatives and action steps from past years, with the modifications listed in Question 3, have led us to success and efficiency. By refocusing our efforts from attempting to hold events to instead focusing on the radio stream itself, Coog Radio has increased opportunities for students at the University of Houston to become involved in a professional broadcasting setting.

Coog Radio's 4-branch system enables all members of the organization the opportunity to gain more hands-on experience in one or more of the following areas: engineering, marketing, programming, and web. There are 10 Engineering Team members, 37 Programming Team members (with 27 Radio Show Hosts for the Fall 2022 semester and 10 Live Event DJs), 8 Marketing Team members (including both Graphics and Street Teams), and 24 Web Team members (including both Writing, Photo, and Hybrid Teams). Screenshots below show the separate channels of our Discord server (which Team members use to communicate with each other and their branch's officer), as well as from the Radio Show application for Fall 2022. These serve as data for active enrollment in Team branches.

New Radio Show Application (Fall 2022)

Start Date: Wed, Sep 7, 2022 12:00 AM CDT, End Date:

Total Submissions: 28 Pending: 0 Approved: 28



5. Please discuss any budget or organizational changes experienced since your last (FY2023) 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.

Since our FY2023 request, Coog Radio has experienced an increase in funding in the forms of our approved OTR's for an Equipment Manager and new studio computer. We have since implemented the new Equipment Manager position as well as purchased a new studio

computer, both of which have been incredibly beneficial to our organization. The Equipment Manager position has greatly improved the functioning of the Engineering and Programming branches by allowing the Station Engineer and Programming Director to both train Radio Show Hosts, and also allowing for a second person to oversee the maintenance of the Jam Room and Broadcasting Studio (two of the three rooms in our station). Furthermore, our new studio computer has allowed us to transfer the RadioDJ software and stored songs to a better functioning and faster computer, improving the radio stream immensely. The old studio computer is also now usable by Marketing or Web Team members, as well as by the Coog Radio officers who have office hours to complete Coog Radio-related projects.

Our organization has the same Executive Leader structure as in previous years, so no change has occurred there aside from the addition of the Equipment Manager; however, Coog Radio has reimplemented our Team structure, which has been absent since Covid-19. Thus, the 4-branch structure of Coog Radio is “new” as compared to the past two academic years, but not new to Coog Radio in and of itself. We have found that reinstating the Team structure has positively impacted our organization by enabling us to more effectively involve members and encourage their participation in the activities of Coog Radio, whether they conduct their work remotely (in the case of the Web Team and Marketing Teams) or onsite.

6. If your unit concluded FY2022 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 FY2022 with a Fund 3 addition to Fund Equity in excess of \$5,000.

7. Please list your 2023-2024 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs Values 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.

Initiative 1: Create a structure for the programming at Coog Radio to be followed in the years to come to allow students the maximum time during the year to listen to or host a radio show on coogradio.com (Strategic Goal 1d, Strategic Goal 2e, Value 1).

1. Develop a framework for radio shows to start the first day of each semester.

2. Have a Programming Team, in addition to Radio Show Hosts, to be responsible for quality checks of radio shows, adding shows to the archive, and assisting the Programming Director where necessary.

Initiative 2: Further the development of the 4-branch Team structure to allow students the maximum opportunity to participate in Coog Radio opportunities (Value 2, Value 3, Strategic Goal 3a).

1. Implement stronger programs within the 4 branches (Engineering, Marketing, Programming, and Web) to increase efficiency and professionalism.
2. Require all Coog Radio officers to create a “Standard Operating Procedures” manual for future officers, and develop a system for training at the end of the academic year during officer turnover.

Initiative 3: Continue promoting local Houston musicians, digital artists, and DJs for live events through Coog Radio programs and collaboration with Houston businesses and venues (Strategic Goal 4c, Strategic Goal 4f, Value 2, Value 4).

1. Promote the “New Member Interest Form” to prospective members to see what their interests and experiences are in order to create a database of members with digital art, DJing, or other applicable experience.
2. Further ensure that all Coog Radio officers use the spreadsheet of new members’ interests and experience in outreach for finding Houston musicians, digital artists, and DJs for live events.
3. Require that Coog Radio officers have some involvement in the Houston music scene, whether that be going to concerts, reaching out to musicians via social media, or other methods of outreach.

8. Recognizing that the potential to generate additional Student Service Fee income for FY2024 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 3.5, 5.0, or 7.5% in your total FY2024 base Student Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made. A spreadsheet has been created to assist in this process. Please include a copy of the spreadsheet with your questionnaire submission.

A copy of the Student Service Fee budget reduction spreadsheet has been provided on the next page, in addition to our rationale and the predicted impact of budgetary cuts.

STUDENT SERVICE FEE Questionnaire

Name of Unit: Coog Radio
 Dept#: H0226 I0006

	FY 2024	FY 2024	FY 2024	FY 2024	
Funding Sources	Base Budget	Amount of 3.5% Reduction	Amount of 5.0% Reduction	Amount of 7.5% Reduction	
Student Service Fees- Base Budget	49,068	1,717	2,453	3,680	
Expenses		Amount of 3.5% Reduction	Amount of 5.0% Reduction	Amount of 7.5% Reduction	
Salaries and Wages					
Full-time Employee Salaries					
Student Workers Wages					
Graduate (GA/IA) Students Wages					
Fringes		-	-	-	
Salaries/Fringes Total		0	0	0	
Other Expenses					
Programs/Events		1,621	2,200	2,200	
Computer Repair			115	272	
Parts/Furniture				1,000	
Admin Charge	Enter %	6%	97	139	208
Other Expenses Total		1,718	2,453	3,680	
TOTAL EXPENSE		1,718	2,453	3,680	
Amount left to allocate		(1)	0	0	

3.5% Budget Reduction: Reducing Coog Radio’s base budget by 3.5% would lead to budgetary cuts in our Programs/Events. Essentially, this means that for Coog Radio, we would be less able to pay for food and merchandise for our General Meetings, and unable to co-host events with CSI in the event that Coog Radio must also fund the events. This budgetary cut would significantly limit our ability to engage with other RSOs, AOs, and USOs on the University of Houston campus, and require us to cut down on our outreach efforts to students on campus through limiting food served at General Meetings, and merchandise available at campus events such as Cat’s Back, Party in the Park, and more.

5% Budget Reduction: In the event of a 5% budget reduction, Coog Radio would lose further funding for Programs/Events, and also lose a significant portion of our Computer Repair budget. This is a risky loss for Coog Radio, as our studio computer is the only way for us to

stream live on coogradio.com. Additionally, the budgetary cuts made under Programs/Events further deters us from participating fully in co-hosting events with CSI, RSOs, AOs, or USOs.

7.5% Budget Reduction: Should Coog Radio's base budget experience a 7.5% reduction, our organization would lose a greater percentage of our Computer Repair budget, increasing the risk of temporary failure of our radio stream on coogradio.com. Additionally, Coog Radio would lose a significant amount of funding in our Parts/Furniture budget, preventing Coog Radio from updating and replacing equipment in the Broadcasting Studio, Main Office, and Jam Room as needed. This budgetary cut would severely impact the operation of Coog Radio, and lead to significant risk of equipment and radio stream failures, in addition to preventing outreach efforts under the Programs/Events budget.

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.

As of now, Coog Radio's only funding aside from Student Service Fee base and one-time funding lies in our live event DJ program. Coog Radio has a roster of experienced live event DJs which we assign on an as-needed basis to represent Coog Radio at CSI, RSO, USO, AO, and other events. The funding received from this program is denoted on the SFAC Spreadsheet.

10. Please describe any services that are similar to your and/or any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.

Overall, Coog Radio is a strongly unique program at the University of Houston. There is no Broadcast Journalism major at the Valenti School of Communication and no other student-run radio station at the University. Our 4 branches are unique to radio work, so while there may be an overlap between some organizations, our focus on broadcasting ensures that, to our knowledge, there are no programs at the University of Houston quite like Coog Radio.

For specific examples of minor similarities, first we'd like to discuss our Concert Series videos, where we bring in Houston bands to the studio and stream their performance live on coogradio.com, and CoogTV's work are similar in that they are both video media. However, CoogTV has no means of streaming a band's performance live on a radio. Additionally, Coog

Radio has articles published nearly daily on our website, which is similar to the formatting of The Cougar. Since our articles are all music-related, however, and also because our Web Team writers and photographers receive access to music festivals and concerts, our efforts in music journalism are unrivaled at the University.