

Program Questionnaire FY 23-24



CENTER FOR STUDENT MEDIA

Supporting & Empowering Student-Driven
Expression, Publishing, & Broadcasting

STUDENT FEES ADVISORY COMMITTEE (SFAC)

FY2024 PROGRAM QUESTIONNAIRE

INSTRUCTIONS: *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 by 1:00 p.m., Thursday, October 13, 2022. It should be noted that only electronic submissions will be considered. Only those requests submitted by 1:00 p.m., October 13, 2022 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.

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. The center accomplishes its mission by providing professional media advising and training, creating opportunities for students to learn about and create media, and generating revenues to support these efforts. The CSM creates a media production, distribution, audience measurement, and assessment framework. 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 media services for campus departments and student organizations. CSM completed its second year under a new direction.

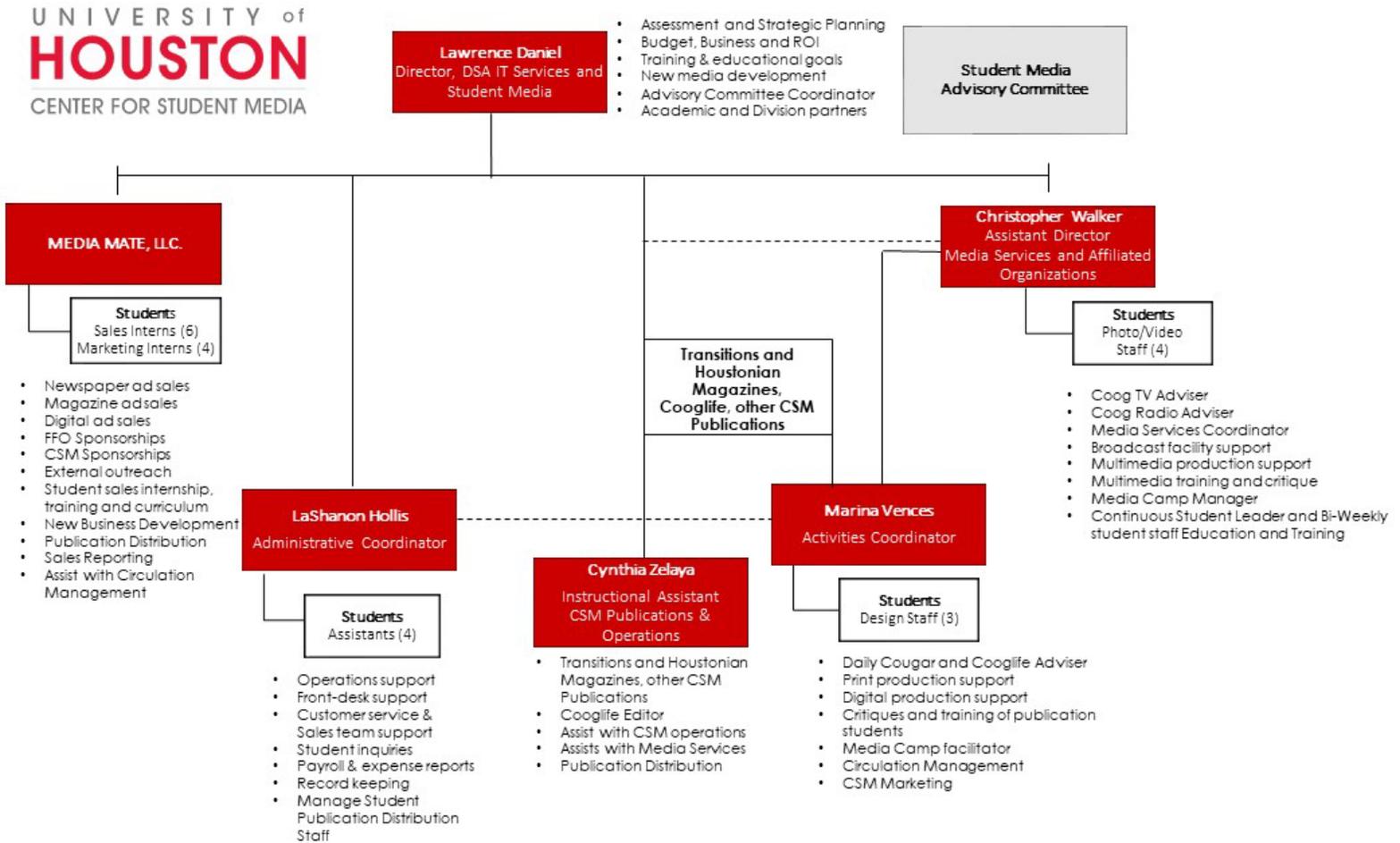
This past year we have seen revenue growth and expanded student involvement beyond the student organization experience. The Center for Student Media completed its third year of partnership with MediaMate, a college media firm that has worked with several student media entities across the nation and manages all advertising and marketing efforts on behalf of CSM. This partnership with MediaMate has also allowed CSM to establish an Advertising & Marketing internship, which follows a curriculum. The internship is open to all students and provides valuable experience in Marketing and Advertising in media and course credit, if applicable. The first three cohorts completed their internships this past year, which provided nine students with valuable experience in marketing and sales.

CSM continues to focus its efforts on maximizing the student experience. To expand our involvement opportunities to graduate students, we started a graduate assistantship program that focuses on enhancing Cooglife Magazine, and other CSM publications, like Houstonian and Transitions magazine. As we continue this expansion, we seek funding to establish another opportunity for a graduate student to assist with our growing Media Services requests. Furthermore, our student operations and distribution team help deliver all media publications to racks, keep pick-up rate data, and serve advertising poster racks. These experiences are available through college work-study. The media industry is an evolving landscape that will continue to push for more support for our students while remaining aware of the continued media evolution and our mission of empowering students.

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

- The CSM's management of revenue-generating activities and other student organization advising and support, publication delivery, and management of various university workflows and processes fulfill the supporting role.
- The empowering role is facilitated by the center's focus on education and training on journalism, media production, advertising sales, marketing, and leadership skills, as delivered by programs such as Media Camp, Internships, workshops, and ongoing critique and feedback

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 2021-2022 academic year and cite the specific Division of Student Affairs (DSA) 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.

DSA Plan: (<http://uh.edu/dsa/about/strategic-planning/>)

UH Goals: (<http://uh.edu/about/mission>)

Revenue

Strategic Initiative: Increase total generated revenues by 5% through increased local sales outreach and retention and expanded media services. (SS1 & P1) (UH2)

- **Complete:** FY 22 Revenue increased 45.5% from FY 21. The Center for Student Media's total revenue was \$276,345.17.
 - Advertising: \$255,895.17
 - Media Services: \$13,332.00

Equipment Management

Strategic Initiative: Implement a shared equipment management process to unify media technology resources across all organizations, gather accurate usage data, and maintain adequate inventory. (SS1) (UH2)

- **In Progress:** We have worked with DSA IT Services and are implementing the check-in and check-out process, which will track the current inventory, user data, and usage numbers.

Student Success

Strategic Initiative: Support student engagement through learning, engagement, and discovery in student media. (SS1,2 & P1) (UH2)

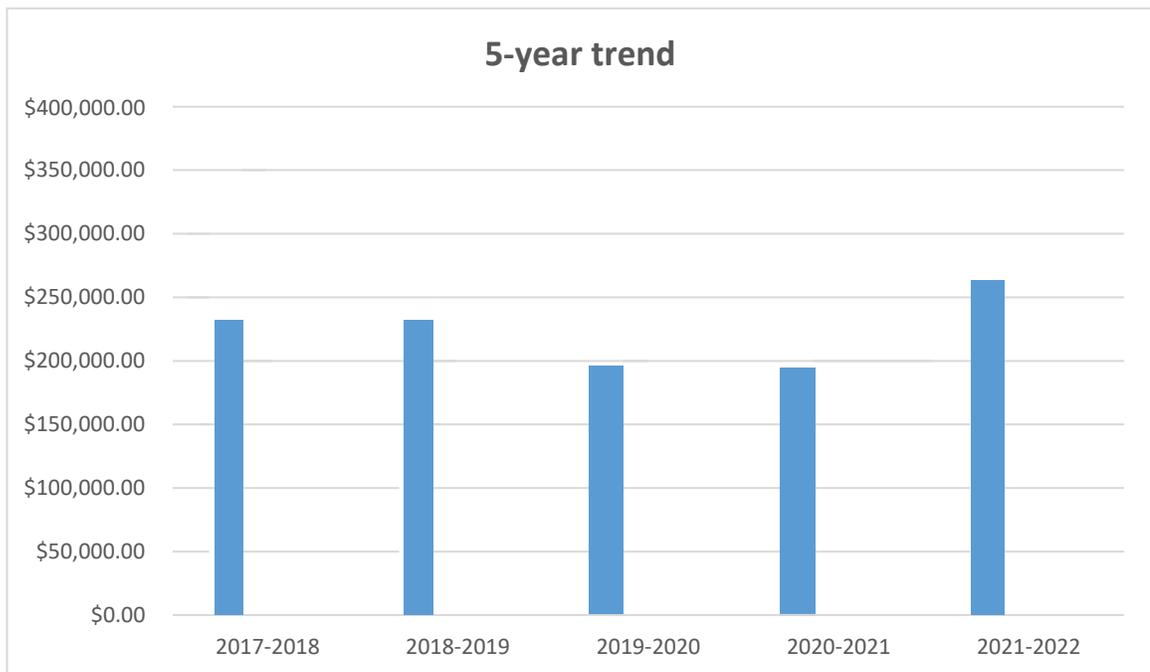
- **On - Going:** Continued training and education workshops for all members of the student media organizations and student staff around cross-platform experiential training and resources around campus. This year we focus training on Social Media, Bias, and resources related to discrimination and sexual misconduct.
- **On-Going:** Supported students with their growth and development by submitting nominations for online content awards from the College Media Association and Associated Collegiate Press.
- **On-Going:** Supported conference attendance for professional staff and student leaders. Student leaders also traveled to football, softball, and basketball games, including bowl games, conference championships, and NCAA tournaments.

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.

Utilization Reports:

- Total income for sales revenue **\$255,895.17** for FY22 (September 1, 2021 – August 31, 2022.)
- Total income for Media Services was **\$13,332.00** for FY22 (September 1, 2020- August 31, 2022).

Revenue Breakdown by year:



	FY2018	FY2019	FY2020	FY2021	FY2022
Local	\$150,905.70	\$152,137.34	\$21,726.14	\$11,957.25	\$13,957.25
Campus	\$66,788.50	\$65,456.65	\$64,130.00	\$70,690.59	\$85,690.59
National	\$12,576.01	\$12,934.96	\$106,312.50	\$105,489.47	\$155,361.76
Classified	\$1,684.20	\$1,863.05	\$3,258.67	\$1,861.19	\$885.57
Total	\$231,954.41	\$232,392.00	\$195,425.23	\$189,998.50	\$255,895.17

1. Assessment: Media Camp Pre-Camp Survey

Method of Assessment:

Survey - Qualitative

Purpose/Description:

Each year CSM hosts a series of Media Camps that aim to connect their experience to current media trends, leadership, and professional development training. This pre-assessment suggested a series of topics related to current trends in media, diversity, and student development. The data were analyzed and used to construct the curriculum for media camps in FY 23.

Frequency / Timeline of Assessment Activity:

This assessment was distributed as a pre-survey to our prospective Media camp attendees. It was given at an initial meeting with all CSM student organization leaders in April.

Results:

Advertisers gave solid feedback to the following questions:

- 45% of respondents suggested we focus on University Resources
- 85% of respondents felt media camp met their expectations related to learning more about their organization's role on campus.
- 90% of respondents were open to more training related to discrimination and sexual misconduct in the workplace.
- 78% of respondents were open to learning more about how biases impact media coverage.
- We received suggestions to have more local and national media professionals come to speak at future Media Camps

Action to be taken as a result of the activity:

This assessment helped shape our Media Camp planning for July. EOS and CDI did training related to biases in media, discrimination, and sexual misconduct in the workplace. Additionally, we are arranging training led by current media professionals for Spring 2023.

2. Assessment: Media Camp Post Camp Survey

Method of Assessment:

Survey - Qualitative

Purpose/Description:

This post-camp survey was used to evaluate how effective the media camp was in making students aware of their roles and expanding their knowledge related to current trends in media and student leadership.

Frequency / Timeline of Assessment Activity:

This survey was sent to the attendees after the media camps in January and July 2022.

Results:

Advertisers gave solid feedback to the following questions:

- 90% of respondents felt media camp met their expectations related to learning more about their organization's role on campus.
- 100% of respondents were satisfied with discrimination and sexual misconduct in workplace training.
- 90% of respondents were satisfied with the impact of biases on media coverage by CDI.
- Suggestions were made to cover resources related to Veterans, accessibility, and mental health resources on campus

Action to be taken as a result of the activity:

At the next media camp, we will cover resources related to Veterans, accessibility, and mental health resources on campus and follow up on training related to discrimination, sexual misconduct in the workplace, and the impact of biases on media coverage.

3. Assessment: Media Camp Post Camp Survey

Method of Assessment:

Survey - Qualitative

Purpose/Description:

This assessment captured student opinions and perceptions about print publications and the readership of the Cougar to guide in developing a future content strategy. Ultimately, the data will impact the design and content for increased reader engagement.

Frequency / Timeline of Assessment Activity:

This survey captured student opinions and perceptions about the print and website readership of the Cougar to guide in developing a future content strategy. October - March

Results:

Motivation to read the Cougar:

- 241 (56.71%) respondents stated that they read The Cougar to “stay informed.”
- 123 (28.94%) said they “liked reading The Cougar.”
- 61 (14.35%) said they read it to "stay up to date on campus sports.”

Favorite Type of Content:

- The most were News content, with 174 responses (26.62%)
- Life + Arts = 169 responses (25.84%)
- Sports = 158 responses (24.16%)
- Opinion = 98 responses (14.98%)
- Coronavirus = 35 responses (5.35%)
- Other = 20 responses

Action to be taken as a result of the activity:

We will continue offering Cougar as print and digital publications based on these results. Additionally, there will be a continued focus on growing the social media following to help spread awareness of The Cougar.

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.

2021-2022 Department Highlights:

- CSM partnered with Admissions for the first time for our annual *Transitions* Magazine. This collaboration has increased the distribution efforts from 4,500 to 13,500. *Transitions* Magazine is now the official magazine of UH Orientation.
- During the weekend of Move-In and the first weekend of UH WOW, CSM partnered with CSI and DSAIT to host Playfair. This event brought close to 700 students together to meet and participate in Ice Breakers.

2021 – 2022 Personnel Updates

- Pam Moon, Office Coordinator, departed from CSM in March 2022 for a similar position with the School of Technology at UH Sugarland.
- Mckenzie Misiaszek, Instructional Assistant for CSM publications, departed from the CSM team in April 2022.
- LaShanon Hollis joined the CSM team as an Administrative Coordinator in July 2022
- Cynthia Zelaya joined the CSM team as an Instructional Assistant for CSM publications in July 2022.

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.).

No SFAC funds above \$5,000 were returned this fiscal year.

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.

Student Success

Description: Increase the overall GPA of CSM student leaders and staff each year while remaining above the University average. (DSAES: SS1-5, P2 &5) (UH 2)

- **Action Step:** Continue developing training and education workshops for all student media organizations and staff members around cross-platform experiential training.
- **Action Step:** Expand co-curricular relationship with the Valenti School of Communication

Media Services

Description: Increase media services revenues by 5% over the last fiscal year by expanding awareness of service offerings to campus departments and businesses. (SS1 & P1)

- **Action Step:** Expand staff to include current communication and digital media undergraduate and graduate students.
- **Action Step:** Review current offerings for new additions or possible increases where needed.
- **Action Step:** Review current equipment for possible replacement or upgrades where needed.

Transition and Training

Description: In conjunction with the Cougar, Coog Radio, and CoogTV Executive leadership, develop onboarding training that includes incoming and outgoing board members for each student organization.

- **Action Step:** Create a day of transition that includes a half-day retreat and officially signifies changing the guard between the incoming and outgoing student organizations and executive leadership.
- **Action Step:** Review organization transition documentation created by each organization for possible suggested additions.
- **Action Step:** Establish exit interviews with outgoing executive leaders

STUDENT SERVICE FEE Questionnaire

Name of Unit: Center for Student Media (CSM)

Dept#: H0226 I0009

	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	211,236	7,393	10,562	15,843

Expenses		Amount of 3.5% Reduction	Amount of 5.0% Reduction	Amount of 7.5% Reduction
Salaries and Wages				3,690
Full-time Employee Salaries				
Student Workers Wages				
Graduate (GA/IA) Students Wages				
Fringes		-	-	1,292
Salaries/Fringes Total		0	0	4,982

Other Expenses					
Travel		975	1,088	1,088	
Events		4,000	4,000	4,000	
General Supplies		2,000	4,876	4,876	
Admin Charge	Enter %	6%	419	598	897
Other Expenses Total			7,394	10,562	10,861
TOTAL EXPENSE			7,394	10,562	15,842
Amount left to allocate			(0)	(0)	0

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 3.5% reduction to the Center for Student Media's current budget would result in a **\$7,393.00** cut, impacting CSM operations, limiting funding for travel or training, and purchasing supplies for the office, which would affect our student organizations day to day efficiency. It would also eliminate CSM's ability to support and market the center or events.
 - A 5% reduction to the Center for Student Media's current budget would result in a **\$10,562.05** cut, impacting CSM operations, eliminating funding for travel and the ability to purchase supplies for the office, which would affect our student organizations day to day efficiency. It would also eliminate CSM's ability to support and market the center or events.
 - A 7.5% reduction to the Center for Student Media's current budget would result in a **\$15,842.05** cut, impacting CSM operations, eliminating funding for travel and the ability to purchase supplies for the office, which would affect our student organizations day to day efficiency. It would also eliminate CSM's ability to support and market the center or events. Furthermore, CSM would need to decrease salary and fringe funding for one or more full-time staff positions.

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.**

In 2021-2022 the majority of revenue continued to come from print and online advertising associated with publishing the newspaper, special sections, and magazines. The following revenue streams also continued in FY2022:

- News rack posters
- Media services
- Weekly Print of Cougar
- CoogTV sponsorship
- Coog Radio sponsorship
- Cooglife publication
- Sponsored Events
- CSM Publications
 - Houstonian
 - Transitions

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.

No overlap exists.