

COOGTV

STUDENT FEES ADVISORY COMMITTEE (SFAC)

FY2025 PROGRAM QUESTIONNAIRE

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

CoogTV's mission is to provide a welcoming environment that allows our members to learn all things production and create content from all different forms of media for the UH student body.

Approach

Each point of CoogTV's mission will be accomplished by The Executive Board and Team Leaders throughout the year.

STEP 1: WELCOMING ENVIRONMENT

CoogTV runs on member involvement. Without our members, production would not be attainable. Furthermore, to retain as many new members as possible we try to create a welcoming environment that new members will not feel uncomfortable in. During our General Meetings, all the producers had one-on-one conversations with everyone who attended. After every meeting and shoot Producers will stay back and answer any questions, issues, or concerns any member may have. Every day we have meetings and shoots going on to allow our members to interact with each other and create true friendships. Also, CoogTV is providing social for our members to bond and get to know members in branches they may not have been involved with before.

STEP 2: TEACHING EQUIPMENT

CoogTV's goal is to have all members be knowledgeable in all of our equipment. We want our members to be well-rounded because this will benefit the organization and themselves in the long run. We have held multiple workshops teaching camera set-up, lighting, script-writing, and studio etiquette. CoogTV members are able to take their experience here and use it in their internships and real-world experience. Our end goal is to have each member feel comfortable and understand our equipment so they are able to participate in more shoots in the long run.

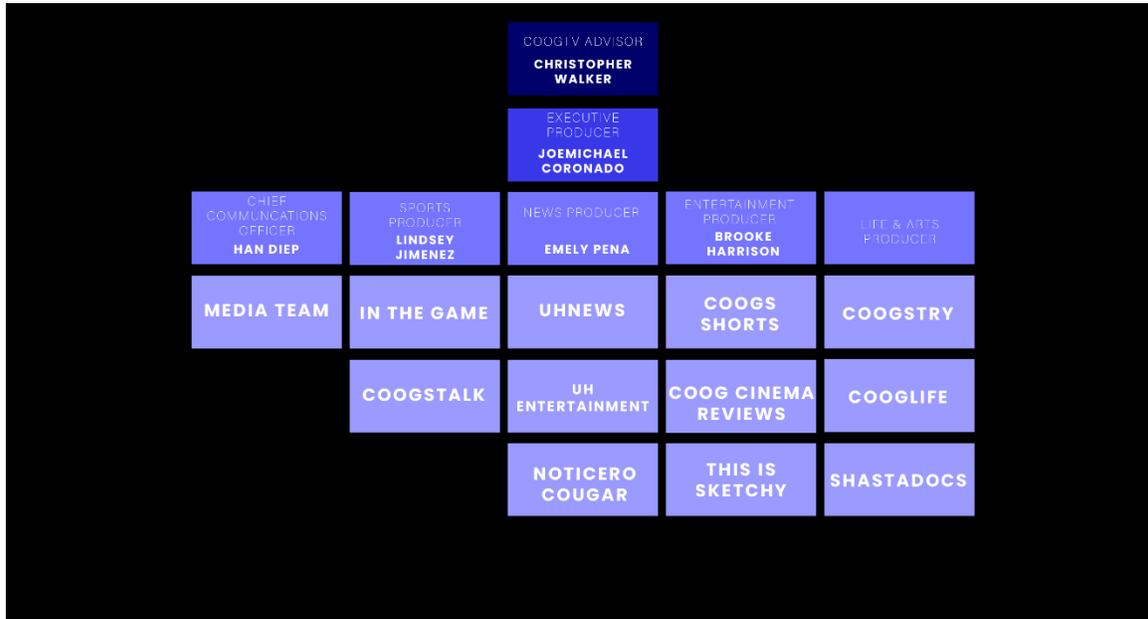
STEP 3: INCREASE IN VIEWS

With content being made consistent we want our member's work to be widely shown. Furthermore, if we have increased involvement that leads to more members being knowledgeable in equipment that eventually leads to more productions being produced. With more productions being made this has led to the possibility of having more eyes on CoogTV. Utilizing not only our YouTube and website we are utilizing more htna ver our social media pages. With a growing increase in views in social media it is correlating to the views on our YouTube. CoogTV is also increasing views by playing around campus on TV's, collaborating with organizations, working with businesses, and posting flyers around campus. CoogTV's goal is to become as professional as possible to prepare everyone for real-world experience.

Fee Justification

CoogTV's members benefit from learning and gaining experience in media production. Our members also benefit from being provided with leadership positions that help them take control of production. CoogTV is a great way to make connections when it comes to members or creating connections with other organizations or small businesses. This organization provides more to our members than learning the basic media requirements. With an increase in memberships, we are having more productions than ever before. Not only that, CoogTV allows our members to express themselves freely. This organization is not only for Media Production students but it is for anyone who wants to be creative.

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. If your unit falls under the Division of Student Affairs, list your unit's strategic initiatives and action steps identified for the 2022 – 2023 academic year and cite the specific Division of Student Affairs (DSA) Strategic Initiatives and University of Houston Strategic Goals to which they can relate (links below). If your unit does not fall under the division of student affairs, explain, in detail, the strategic plan your unit operated under. Please comment on your success in achieving these strategic initiatives/action steps. If a strategic initiative/ action step changes 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.

Initiative 1: Further empower members to be actively involved

- Engage all students to intentionally develop leadership qualities, critical thinking and communications skills, diversity competencies, and personal growth

In CoogTV we provide leadership positions for CoogTV members to lead shows, productions and meetings. It gives student real-world experience to communicate to different personalities and how to communicate properly to everyone. With leadership positions it gives more an initiative for them to return to lead their own individual show. (SS1 & DC4)

- Invest in staff success through professional development, recognition, and opportunities for broader participation throughout the division.

CoogTV will continue to invest in expanding our horizons when it comes to collaborating with businesses. In doing so, these partnerships will give CoogTV members more opportunities to gain real-world experience. (DC4 & DC3)

Comments: CoogTV has been able to maintain most of the expanded positions by operating remotely for those necessary. CoogTV has also put on its second successful Film Festival in April 2023. It had nearly 400 guests who enjoyed films made and produced by UH students.

Furthermore, CoogTV has also held competitions within the organization to provide more content and creativity for our members. In the Spring 2023 semester CoogTV created 6 short films in a span of 2 months from the CoogTV Shorts Challenge.

Initiative 2: Facilitate portfolio & resume building

- Produce portfolio-worthy content

A large barrier to many students interested in breaking into the video industry is the lack of a large enough portfolio. CoogTV will continue to ensure that the quality of videos created are worthy of being listed on students' portfolios. CoogTV gives many students the ability to put their work on their reels to receive internships and jobs of their liking. (R2)

Comments: CoogTV provides real-world experience for members on projects pertaining to creating commercials, working with professional sports teams, and working with Moffett Productions to create an episode for ESPN.

- Ensure that volunteer positions are beneficial to students' resumes

Provide volunteer general board members with the experience and title that is beneficial to their professional development in order to increase the value of volunteer positions to our members. CoogTV has plenty of opportunities for our members to develop marketable skills; ensuring that these volunteer positions are named descriptively is necessary to ensure that our members have 'resume ready' titles to assist them during job interviews. (SS3 & R3)

Comments: CoogTV has seen a significant growth in its creator diversity in several ways. Unlike past school years, members have become more open minded with the branches they want to get involved with. For example, numerous members who were strictly dedicated to News and Sports in the past have stepped out of their comfort zones by taking part in productions under Entertainment and Life and Arts. This collaborative experience has allowed members to demonstrate their versatility as a creator and in turn has resulted in a portfolio that showcases both the variety and initiative that they have to offer an employer.

Our general board members have developed a lot of personal growth while holding a leadership position. We have continued to offer our members opportunities to rise within the organization as a leader and have found that having a sense of responsibility and camaraderie has motivated them to push themselves past their personal limits and insecurities. This in turn has encouraged them professionally and has made them proud of the work they have accomplished with us, which they can then showcase in their future endeavors.

Initiative 3: Continue to increase viewership and visibility on campus

- Increase the number of videos and shows that feature non-members

Often the presence of non-members in CoogTV videos means an increase in views due to the students on-screen sharing the video to their friends and family. This puts CoogTV in circles where it may not have been seen otherwise as well as actively participates with the University of Houston community. Furthermore, our content is a way for students to get information quickly and fast. We upload sports videos an hour after the games end to give UH students the fastest recap when they google it. CoogTV also works with businesses around Houston which reaches our name out even further. (P3)

- Utilize the CoogTV On-Demand portal

The CoogTV On-Demand portal is a powerful tool to build an on-campus presence. Through focusing marketing efforts to on-campus students, creating curated playlists, and adding pre-roll ads that inform students about the function of CoogTV, we will increase viewership and visibility. (R1, R2, & R3)

Comments: The CoogTV On-Demand portal has been promoted all around campus this past semester and has had a 400% increase since previous months.

Goal: Resilience

- Our goal is to create our members the confidence and creativity to feel resilient when leaving this school. We provide equipment, space, and time for our members to create anything they can imagine.

4. Please list your 2024-2025 strategic initiatives and action steps in priority order and if operating under the DSA, cite the specific Division of Student Affairs Values and University of Houston Strategies Goals to which they relate. If your unit does not operate under the DSA, reference the strategic plan your unit operates under. Larger units may wish to group responses by subprograms. 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.

CoogTV has reached multiple milestones and goals in place for this past year. We have reached more members than ever before. CoogTV has also released more videos and production this past year than in the past. The organization also produced its first live show ever receiving over 10K views. CoogTV is also working with Halal Guys and Layne's which has given members more real-world experience.

Each of these goals have been worked up to for our goals. Our goals is always more real-world experience and opportunities. In each of these productions we had 10+ people for crew. These high-quality achievements show the success CoogTV has been able to create.

The Executive Board has been able to give these opportunities but the team leaders and members make it happen. We've had plenty of members be apart of multiple shoots and are now able to direct and produce on their own. We work with these members 1 on 1 to allow them to learn as much as possible.

- 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 exists, 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 this data. If your unit holds events, please provide revenue sources breakdown of each revenue stream including but not limited to the number of:

CoogTV uses total video output and views to monitor production through YouTube for the organization. **Total Video Output:** In the past school year(August-May), CoogTV produced a total of **166 videos**, averaging **16 videos** each month.

Not only are we creating more content from the previous year, we are creating higher quality productions with more cameras, crew, and locations.

Membership: CoogTV had a total of **818 memberships** on GetInvolved from the 2022-2023 school year.

To improve active memberships throughout this school we look to create genuine real connections with our members and create a welcoming environment.

Viewership

TOP YOUTUBE VIEWS OF ALL TIME

GLOW PARTY 2018: SPOTLIGHT	29,886
BAD DREAMS I COOG CINEMA SHORTS	19,319
COOGTV GOOSEBUMPS INTERVIEW	9,860
STAB AT IT I COOG CINEMA SHORTS	8,499
GLOW PARTY 2017 SPOTLIGHT	6,511

TOP YOUTUBE VIEWS AUGUST 2022- MAY 2023

GLOW PARTY 2018: SPOTLIGHT	8,265
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COOGTV GOOSEBUMPS INTERVIEW	3,115
#2 HOUSTON VS. KENT STATE HIGHLIGHTS I SPORTS	3,003
SPACEX'S "STARSHIP" EXPLOSION I UH NEWS	2,383
#3 HOUSTON VS. UNC HIGHLIGHTS I SPORTS	2,144

6. If your unit concluded FY2023 with a Fund 3 addition to Fund Equity in excess of \$5,000, please describe the conditions which cause the addition and provide a line-item identification of the budgetary sources(s) of the addition (i.e., lapsed salary, conference travel, etc.).
CoogTV did not exceed \$5,000.

7. Recognizing that the potential to generate additional Student Service Fee income for FY2025 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 5.0% in your total FY2025 base Student Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made.

If CoogTV had a 5% reduction it would hinder the organization due to having the highest number of members since it started. With increase membership leads to more equipment which means more shoots. With a reduction it would have to stop some productions meaning the organization is growing faster than it's means. However, we want to continue the growth of this organization to give members this real-life experience.

8. Please discuss any budget or organizational changes experienced since your last year (FY2024) 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.

NEW FUNDING REQUESTS

CoogTV continues to steadily grow and increase each year with members, videos, and opportunities. The Executive Board has found it necessary to look for new equipment that will help us give our growing members equal opportunity with more and new equipment. CoogTV has been given screens for our studio and to use them to their fullest potential CoogTV would need funding to fulfill this idea. CoogTV is proposing a One Time Request for Equipment and Digital Board. The Executive Board has seen an increase in involvement in the last couple of years in this branch. The Executive Branch is having to share equipment more often due to our increase in members but still having the same amount of equipment. CoogTV is requesting One Time Funding for the Equipment and Digital Board of \$8500.

CoogTV is also looking to start funding Sports Travel for this upcoming semester. Being in the Big 12 we find it important and necessary to cover as many games as possible for our members. CoogTV Sports Branch has grown tremendously and releases 4+ videos weekly giving new and upcoming reporters the chance to have experience for their reels. With increase in involvement and limited home games CoogTV is looking to branch out to cover away games. With this addition CoogTV will excel even more in the sports industry giving the members an opportunity they could not find anywhere else. CoogTV is requesting One Time Funding for Sports Travel for \$5,000.

Proposed Student Stipend

Equipment and Digital Board, 12 months.....	\$8,500 + .06(510.00)=\$9,010.00
Sports Travel, 5 months.....	\$5,500 +.06(330.00)=\$5,800.0

NEW FUNDING REQUESTS

With CoogTV expanding and growing each year, the Executive Board has found it necessary to introduce a new paid position. CoogTV is proposing a One Time Request for our Sports Producer Position. The Executive Board has seen an increase in involvement in the last couple of years in this branch. The time and effort being a Sports Producer now reflects those producers who are regularly paid. CoogTV is requesting One Time Funding for the Sports Producer position to be paid \$779.40 monthly for 12 months.

Sports Producer Statement

Concerning the role of Sports Producer for CoogTV, it has been a stand-alone branch for the past two years. As it is a volunteer position, the Sports Producer sets weekly meetings, teaching scriptwriting, camera presence, audio, lighting, camera basics, filming at every UH Athletics game, and building connections within UH Athletics. It is their responsibility to control their branch and produce consistent content. Aside from UH Athletics, the branch has expanded by covering professional sports such as the

NBA, NFL, MLB, combat sports, Final Four etc. An emphasis on getting player/coach interviews has also been implemented with the access of media passes for CoogTV. Moreover, the branch has been growing in involvement throughout the semesters and comprises aspiring sports reporters to add new skills and to pursue their goals. More importantly, the city of Houston consists of a multitude of opportunities for sports which is a great stepping stone for students aspiring to a sports journalism-orientated career. As per the request of the role being paid, the Sports Producer works just as much as other paid producers. With that being said, the time and commitment would contribute to the expectation of working 20 hours a week when they are paid. In addition, there has been a variety and consistency of sports-centric videos since sports became its own distinct branch. Not to mention, it helps enhance credibility for both CoogTV and the Sports Producer if made an official paid role of the organization. The sports branch offers a captivating environment with content areas for members to focus on and get involved with.

Furthermore, since the growth from these past two years we are expanding to look into traveling for games. We've had opportunities to travel for tournaments but had to pass due to funding. With our growth in the branch we've had an increase in members and increase in game participation. We are looking to expand our opportunities for our members to accommodate for the increase in members. Our members would game day report, take photos, and create clips for social media highlights. With the chance to travel this will increase our credibility even more and allow our members to create real world experience.

Proposed Student Stipend

Sports Producer, 12 months x \$779.40..... \$9,352.80 +
 .06(561.16) = \$9913.96

Travel Sports, 12 months.....\$5500 + .06(330.00) =
 \$5800.00

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.

- i. If applicable, what can be done to increase donations, sponsorship sales, and other revenue streams? Please answer each separately.

CoogTV actively looks for new ways to help financially. Additionally, our photo booths are available and help generate revenue through other organizations renting the photobooth out. Our photobooth is able to help financially but also increase CoogTV's name at events. One thing that could be done to increase revenue is advertising outside the University to reach out to other customers.

10. Does your unit generate revenue? (Please do not address donations in this question) If your unit does not generate revenue, respond "not applicable. If so:
Not applicable

11. Does your unit raises money from donors and sponsors? If your unit does not receive donations or sponsorships, respond "not applicable." If so:

Not applicable

12. 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.

The only service that may overlap with CoogTV is the Valenti School. However, CoogTV provides more outlets and ways to express yourself with its opportunities. CoogTV gives members experience that they can learn everyday instead of class time. The Valenti school provides media production and instruction for students. While CoogTV, can also provide leadership skills and more with its variety of options.

13. What percentage of department M&O is allocated to marketing?

CoogTV does not allocate any revenue for its marketing. Our marketing strategy includes flyers, digital screens and social media posts which are free. CoogTV is on more than 80% of screens around campus so any student from any school is able to see the organization and grow. We also utilize Instagram Reels to branch out to non CoogTV members so they are able to look us up and see who and what we are. Other marketing tools include merchandise for students at a variety of events and yard signs seen around campus. Our marketing strategy includes putting CoogTV in every building to show any one can join! We have noticed many of our marketing strategies work best from sign and digital signs. CoogTV spends around 20% of our time focusing on how to keep expanding CoogTV and the best ways to promote the organization.

14. If any of your funding from the student service fee goes to your general operating fund, please detail where any student service fees you received went and what they were spent on as well as future intentions if granted. Otherwise please respond “not applicable”.

Not applicable

15. How does your unit contribute to campus culture and improve the student experience? How is the effectiveness of these contributions measured by your unit if at all? What else can your unit do go forward to continue to improve your contribution to the student experience?

- i. Does your unit contribute to turning students into coogs for life?

CoogTV includes everyone from The University of Houston. Not only every major but every ethnicity, religion, and more. Our goal is to show to students our organization is for everyone! In doing this we have students say their time in CoogTV is the best they’ve had in college. We’ve also had a student say they came to UH because of CoogTV. We want the best for the members and to create the best environment for them. We see the majority of our members return and every year we continue to grow and grow. We even have graduating coogs come back to teach and help with shoots to this day. We have grown a family here at CoogTV with each other, so it no longer is a organization, it becomes a lasting friendships and connections.

NOTE:

Please use the following file naming conventions when submitting your pdf files to the Dean of Students.

FY25Q_DepartmentName	Questionnaire
FY25OT24a_DepartmentName	Add'l One time request – change “a” to “b”, “c”, etc for additional one-time requests
FY25WS_DepartmentName	Excel worksheet
FY25BA_DepartmentName	Base Augmentation request
FY25OTa_DepartmentName	One time request – change “a” to “b”, “c”, etc for multiple one-time requests
FY25PRES_DepartmentName	Presentation

The totality of your responses to these questions should give the member of the Committee a comprehensive understand if of the role and function of your unit(s). To the extent that your responses do not accomplish this, please revise them accordingly.

Please send electronic responses to (PDF format) to: Chair, SFAC

% Dean of Students Office

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