

# CoogTV SFAC Questionnaire FY21

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***

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The mission of CoogTV is to provide its members with a production-based learning environment, through which members have the opportunity to engage in applied learning for video production, leadership, and portfolio building, all while creating content to benefit the student body of the University of Houston.

### ***Approach***

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Each point of CoogTV's mission is facilitated by the regular production of video content as outlined below:

#### **❖ Applied Learning Experience**

By virtue of producing regular content, CoogTV's members gain valuable real-world experience through their involvement. Additionally, to better serve the production of content and to help our members grow, frequent workshops are held to teach members important skills such as in-studio shooting, leadership, scriptwriting, and more.

#### **❖ Portfolio Building**

Involved members are actively building portfolios through their involvement in the regular production of content. Additionally, CoogTV's method of crediting students in online video descriptions and use of search engine optimization ensures that students' work is visible should a prospective employer search the student's name.

#### **❖ Content for the Student Body**

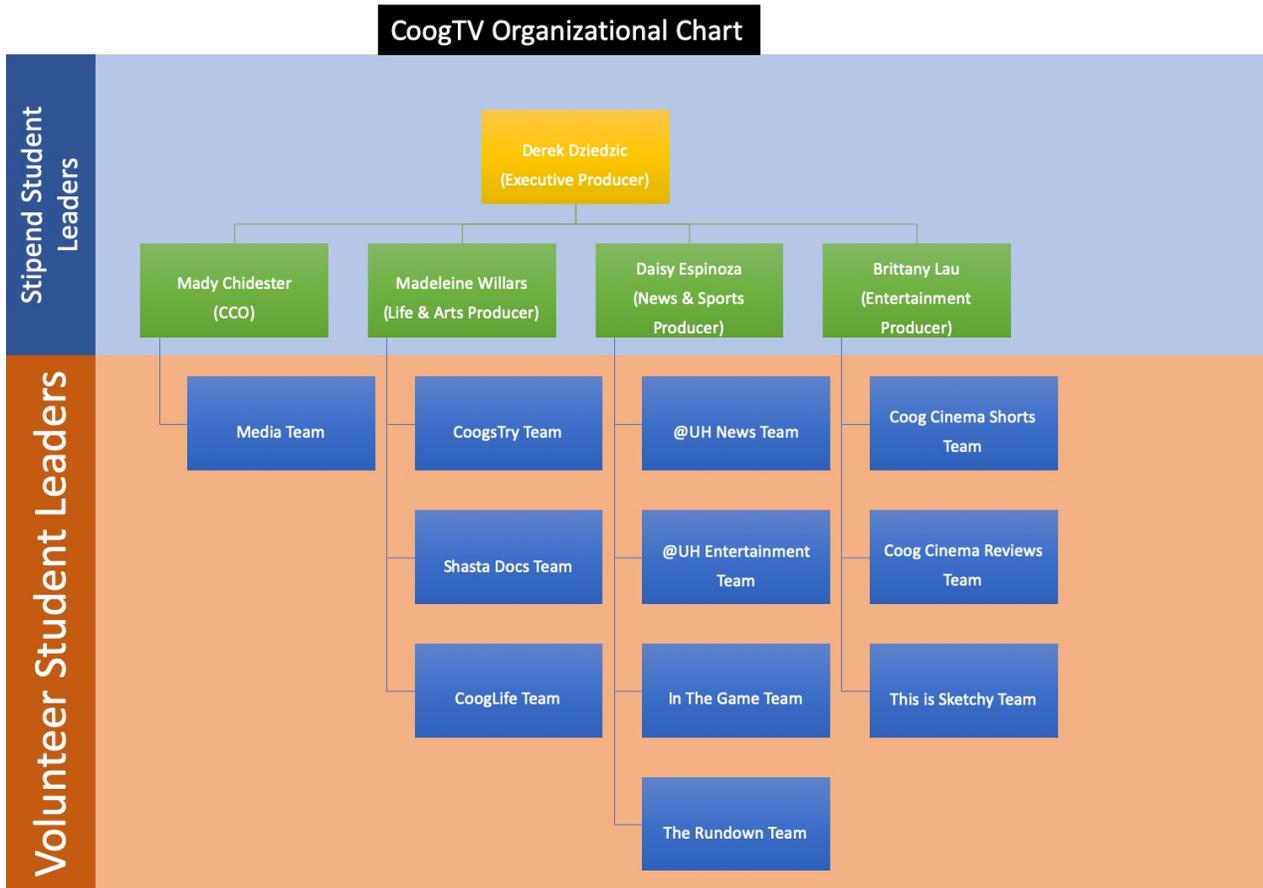
The vision for our content is for each show to connect to students through relevance to on-campus events,

### ***Fee Justification***

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The fees distributed to CoogTV not only directly benefit the members of the organization, but also benefit the University of Houston student body through our content. For its members, CoogTV is a creative outlet, an opportunity to gain real-world experience, and a community of people passionate about video production. With multiple productions from sketch comedy to on-campus and world news, our shows entertain, inform, and cohere the student body.

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 2018-2019 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.

***Initiative 1: Act as a source of information and entertainment to the general body of students.***

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1. Increase engagement on YouTube posts/content related to the University of Houston by +10% from September 31, 2018 - September 31, 2019. **(SS4)**
2. Increase the number of awards CoogTV content achieves by entering at least five videos in some type of competition throughout the year. **(SS1 & P6)**
3. Continue to include information relevant and useful to students in CoogTV videos. **(SS2)**

❖ **Comments**

1. CoogTV was unable to increase views by 10% and in fact saw a decrease in views by 14.5%. This is due to the most watched video from the September 2017 – September 2018 timeline (COCO. Best Pixar Movie Ever?) gaining unexpected viewership (8,745 views in total) from outside of the University of Houston community. Due to the nature of YouTube's recommendation algorithm, it is difficult to predict if a video will gain this kind of unexpected viewership. However, if we ignore this outlier, we see a 1% increase in viewership on our YouTube channel in the past year.
2. CoogTV has entered a competition over the summer called the 48 Hour Film Project. Our film received runner-up to Audience Favorite. This opportunity made CoogTV visible to the filmmaking community of Houston, showed off what University of Houston students are capable of creating, and provided a path for members to further network within the Houston filmmaking community. Other external competitions have not been entered at this time.
3. Our content has continued to be relevant and useful for students, particularly in the News & Sports branch for campus events, campus sports, and more.

***Initiative 2: Equip students with the skills to succeed in the workforce.***

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1. Provide workshops: Multi-Camera, DSLR/cinematography, Story-building, interviewing, editing/post-production, Live Production **(DC3, R1, & R2)**
2. Provide "production simulations": students work together in groups to produce a piece of content as an educational exercise in the different positions and aspects of studio and field production. **(DC4)**
3. Continue to offer varying opportunities to work with local media outlets, internship programs (Greater Houston Partnership) and special events with the university. **(DC3)**

❖ **Comments**

1. Multiple workshops were held last year for training general board members for their positions in CoogTV. Production workshops were also held that were open to all members. These students were invited into the studio where they were taught the basics of video production, lighting, sound, editing, and leadership.

2. Regular production of content is the most valuable 'production simulation' that CoogTV can offer. This gives students not only the chance to be active participants in the production process, but also gives students a chance to take on leadership roles when determining what content is created and what purpose that content serves for the overarching mission of CoogTV.
3. The internship program through the Greater Houston Partnership was not continued as did not prove to be beneficial to CoogTV members' learning experience, professional growth, or align with the organization's goals.

***Initiative 3: Increase student engagement with the University of Houston through content.***

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1. Continue providing a source for student opinions to be voiced and ideas created. **(SS5)**
2. Continue to partner set with other fee funded organizations and RSO's, such as Frontier Fiesta, Council for Cultural Activities, and the Student Program Board, to highlight and partake in their events. **(P3)**

❖ **Comment**

CoogTV has continued partnerships with University Sponsored Organizations through the production of videos that inform students of events (@UH News), highlight organizations and events (News & Sports Spotlight), as well as working in collaboration with organizations in the Center for Student Media in all branches of CoogTV.

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 exists, discuss the number of persons and/or unique students 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.

CoogTV uses total video output to monitor production, our membership and general board rosters to monitor member engagement and use reach on Facebook as well as views on YouTube to gauge viewership.

### **Total Video Output**

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In the past school year (Aug '18-May '19), CoogTV produced a total of **151 videos**, averaging **15 videos** each month.

Since the regular production of video content is the driving force of the mission of CoogTV, this number is how we can gauge the opportunities available to our members. Shoots can require anywhere from 5-15 participants per production, not including the pre-production and post-production opportunities that are more varied.

### **Membership**

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**226 registered members** on Get Involved. This is up 43 members from last year.

Active membership is crucial to the success of CoogTV. We have expanded our volunteer positions to:

- 1) Engage more members in leadership roles at CoogTV
- 2) Expedite the production of content

We have successfully been able to fill these positions in order to expand the talent available to our organization. Below is a comparison of the general board numbers:

	<b>Positions Available</b>	<b>Positions Filled</b>	<b>% Occupied</b>
<b>FY20</b>	10	6	60%
<b>FY21</b>	27	25	93%

Member involvement & development is the most important function of CoogTV, however, it is difficult to quantify. It's especially difficult since we do not have surveys that ask members about their experience that we would now be able to compare. This year, surveys will be sent out to gauge student engagement and opinion of CoogTV in regard to the availability of opportunities to learn and grow as students. We will further gauge the success of volunteer student leadership expansion by:

- 1) Monitoring the output of content to see if it has increased
- 2) Monitoring the quality of content to see if it has improved

## Viewership

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Average reach per video on Facebook: **2,362 viewers**

Top Facebook Reach	
Video Title	Total Reach
6 MUST ATTEND UH Weeks of Welcome Events - At UH News	12,504
Bad Dreams	10,385
New Student Orientation 2018: Spotlight	5,690
UH Fans Kick Off First Home Game: In The Game	4,946
President Elect Allison Lawrence On Her Upcoming Term	4,775
New B-Cycle Stations on Campus!	4,714
A Friendly Beatdown in H-Town- In The Game	4,597
Commencement Info, Move-Out Recycling, & More!	4,451
CoogsTry Street Art	4,324

Top YouTube Views	
Video Title	Total Views
GLOW PARTY 2017 Spotlight	4,185
Glow Party 2018: SPOTLIGHT	3,705
CoogTV Goosebumps Interview	1,987
Top 7 BEST Super Bowl Halftime Show Performances	1,251
Cooglife: FuelMe App	1,087

\*YouTube sorts videos by the viewership they received during the date range regardless of publish date. Not all videos listed were created from Sept. 1, 2018 – Aug. 31, 2019, yet all views counted were accumulated during this time.

**5. Please discuss any budget or organizational changes experienced since your last (FY2020) 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.**

The only budgetary change that was made at CoogTV in FY20 was the raise of pay to all stipend positions due to the mandatory stipend student leader wage increase for University Affiliate units. This results in an additional \$8,264.64 now being paid to our stipend positions.

**6. If your unit concluded FY2019 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.).**

CoogTV did not have an excess of \$5,000 in FY2019.

7. Please list your 2020-2021 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.

In keeping with the order and priority of goals in CoogTV's mission statement, the following initiatives will be implemented:

***Initiative 1: Further empower members to be actively involved***

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❖ **Expand the number of volunteer positions available**

In order to accommodate for the diverse skills of our members, and to apply them to the diverse needs of our organization, expand the number of volunteer roles available. This should include dedicated roles to passing on technical knowledge for video production as well as PR, marketing, and business roles that provide students with the chance to gain real-world experience for their area of study. **(SS1 & DC4)**

❖ **Increase engagement through competition**

Continue to enter external competitions to gain experience for our members and visibility for our organization. Host internal film competitions for CoogTV members to excite and provide them with the opportunity to push themselves and expand their skillset. Competition builds cohesion within our organization, as well as opens CoogTV members to networking opportunities. **(DC4 & SS2)**

***Initiative 2: Facilitate portfolio & resume building***

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❖ **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. **(R2)**

❖ **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)**

### ***Initiative 3: Continue to increase viewership and visibility on campus***

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#### **❖ 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.

**(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)**

**8. Recognizing that the potential to generate additional Student Service Fee income for FY2021 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 FY2021 base Student Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made.**

If CoogTV's budget was reduced by 5% (a reduction of \$3,918.90), we would subtract the amount from our Programs/Events budget. This would bring the total Programs/Events budget to \$6,087.11. This would be a significant hinderance to some of the goals of CoogTV. Most significantly as listed in Initiative 1.2 (Increase engagement through competition) it would reduce our ability to enter as many competitions as well as host our own events to build and grow our community.

**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.**

CoogTV continues to partner with the Center for Student Media as a supplementary source of income. Additionally, our photobooth generates revenue through participating in on-campus events as well as making our organization more visible at the events we serve.

**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.**

CoogTV continues to be the only service on campus that empowers students to take ownership of video production and provide its members with invaluable real-world experience. This real-world experience, through constant production of content, gives our members a competitive edge should they enter the video production field. Beyond this, CoogTV provides the University of Houston student body with student-run content that informs, connects, and entertains the students.