COOGTV SFAC QUESTIONNAIRE FY22

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

The mission of CoogTV is to provide its members with a professional learning environment, through which members have the opportunity to engage in applied learning to gain more experience in video production, leadership, and portfolio building, all while creating content that benefits the student body of the University of Houston by being not only informative but entertaining as well.

Approach

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

❖ **Applied Learning Experience**

CoogTV's members gain valuable real-world experience through their involvement. Additionally, to better serve the production of content and to allow our members the opportunity to grow, various production workshops are often held to instruct members on important technical skills such as in-studio shooting, leadership, scriptwriting, and more.

❖ **Portfolio Building**

Regularly active members are intently building portfolios and video reels through their involvement in the production of an array of content. 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. Recently, CoogTV has started to utilize additional campus resources like Career Services in effort to better prepare members for potential jobs before graduation.
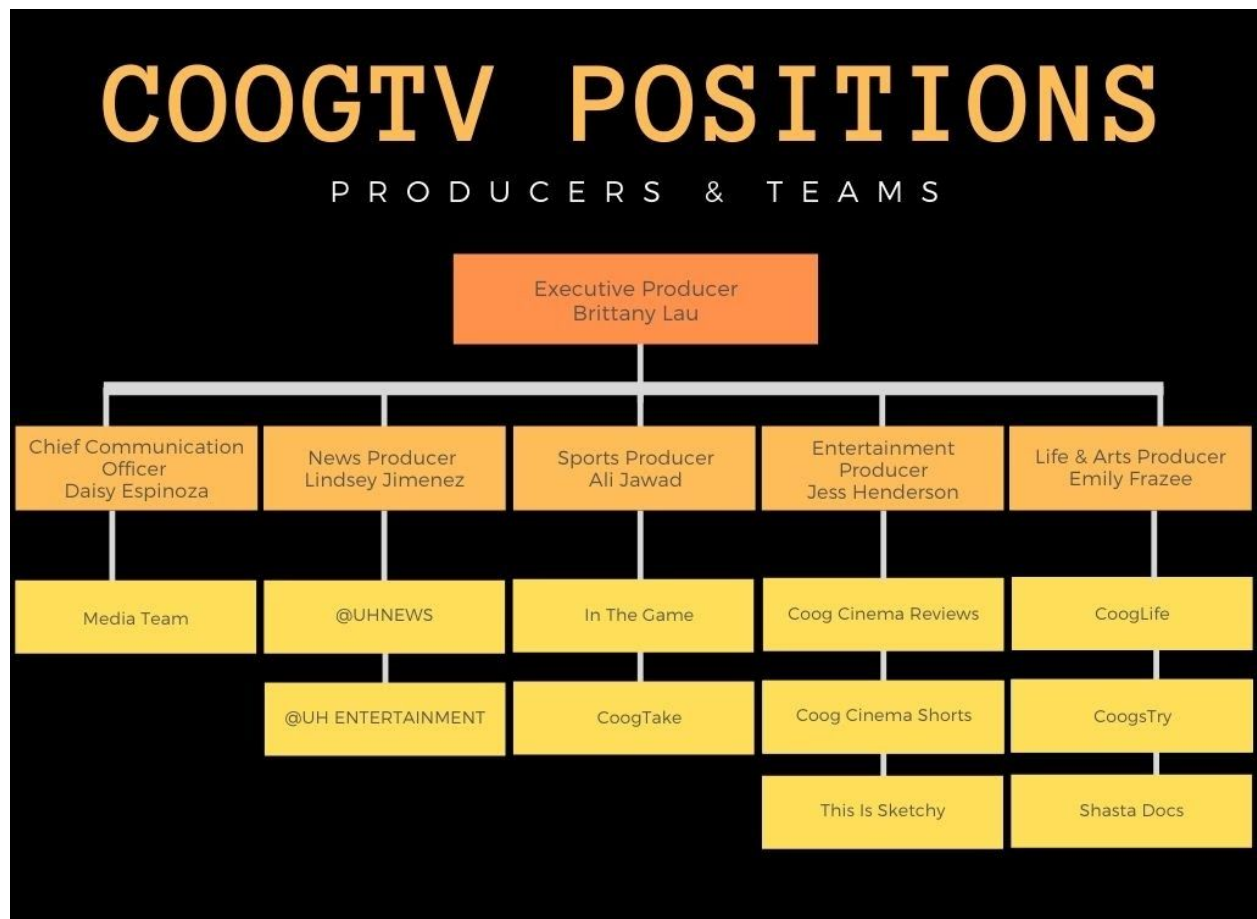
❖ **Content for the Student Body**

The vision for our content is for each show to connect to students through relevance to on-campus events, campus culture, pop culture trends, and expression of personal creativity.

Fee Justification

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 build one's skill set while gaining professional experience, and a community of people passionate about video production. With numerous productions from sketch comedy to on-campus and world news, our shows strive to both inform and entertain 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.

COOGTV POSITIONS
PRODUCERS & TEAMS

Executive Producer
Brittany Lau

Chief Communication Officer Daisy Espinoza	News Producer Lindsey Jimenez	Sports Producer Ali Jawad	Entertainment Producer Jess Henderson	Life & Arts Producer Emily Frazee
Media Team	@UHNEWS	In The Game	Coog Cinema Reviews	CoogLife
	@UH ENTERTAINMENT	CoogTake	Coog Cinema Shorts	CoogsTry
			This Is Sketchy	Shasta Docs

3. List your unit's strategic initiatives and action steps identified for the 2019-2020 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: Further empower members to be actively involved

- **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)**

  > **Comments:** CoogTV has been able to maintain most of the expanded positions by operating remotely for those necessary. However, due to Covid-19 concerns, we have had to combine certain positions that are similar in responsibilities in order to maximize member engagement and leadership opportunities. Fortunately, we are getting additional members with specific skills such as graphic design and special effects experience to improve not only our shows but our promotional work as well.

  > Although CoogTV has yet to participate in any external competitions this year, our Entertainment Branch has taken the initiative of hosting its own "At-Home Short Film Challenge" in which members were tasked with creating short narratives under strict requirements that each participant drew from. This opportunity has allowed members to continue practicing content creation under production constraints while driving their creativity during the stay-at-home order.

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. **(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)**

  > **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. **(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 seems to still be somewhat unknown amongst the student body. A majority of our members commute to campus and with the transition into virtual learning, this tool has been difficult to take advantage of as students need to be connected to the university's wifi in order to utilize it. We would need to organize a promotional campaign to market this service primarily to students that are living on campus during this time, which is in discussion for this year.

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

In the past school year (Aug '19-May '20), CoogTV produced a total of **91 videos**, averaging **9 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

121 registered members on Get Involved, which is much lower than last year due to Covid-19 concerns. However, we find that directly using communal apps such as GroupMe is a much more accurate way to determine member engagement and productivity.

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

  3) Encourage the desire to gain professional experience

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

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

5. Please discuss any budget or organizational changes experienced since your last (FY2021) 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.

There was no budgetary change that was made with CoogTV in FY2021.

6. If your unit concluded FY2020 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.).

At the close of FY 20, CoogTV returned $7,180 to SFAC due to the financial pause for COVID-19.

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 through leadership

Expand and maintain 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 skill set. Competition builds cohesion and camaraderie within our organization, as well as opens CoogTV members to networking opportunities within the Houston area and beyond. **(DC4 & SS2)**

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. Additionally, CoogTV plans to take advantage of on-campus resources such as Career Services in order to ensure that our members are developing towards their professional career. **(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)**

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Initiative 4: Form a stronger connection with Valenti School of Communication

Collaborate on student events and notify students of relevant services

Making students aware of the resources that are readily available to them is one of CoogTV's priorities as it is relevant to communication majors. After being invited to the Virtual Student Organization Fair, it was evident that we still needed to push the name of our organization. Students need to know that we have opportunities to offer them in both personal and professional growth within video production. Along with gaining experience, students have the opportunity to be a part of a diverse community of individuals as they collaborate in a team setting. As a work in progress, we hope to have professors offer extra credit to students that showcase work they have taken from the classroom and applied in our organization. **(SS2)**

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 $4,456.95), we would subtract the amount from our Programs/Events budget. This would bring the total Programs/Events budget to $9,935.05. This would be a significant hindrance 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. Unfortunately, due to COVID-19 setbacks, we have been unable to utilize these additional sources with a lack of on-campus events at this time.

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.

Jack J. Valenti School of Communications is the hub of media production and broadcast journalism students, which produces student-made content aside from offering production courses. Additionally, they offer an internship program for students to create promotional content for the student body about Valenti-related programs and events. However, this is a very selective process and evidently not every student will have the opportunity to become a Valenti intern, which minimizes access to projects outside of the classroom.

UH Housing has also started producing self-made content based on all things pertaining to on-campus housing. Unfortunately, their platform only caters to a rather niche audience and does not seem to have a fully established network of production as they do not promote or generally market how students can work with their projects let alone where to find their content at all.

CoogTV as an organization, although attracting primarily communication majors, welcomes students from any college on campus and embraces students with differing majors. Whether students are looking for production opportunities outside of class or simply wanting to participate recreationally, CoogTV takes advantage of its diversity and encourages all members to prosper as an individual as they gain professional experience with not only video production but leadership as well. Beyond this, CoogTV provides the University of Houston student body with student-run content that informs, connects, and entertains the students.