

STUDENT FEES ADVISORY COMMITTEE (SFAC)
FY2026 PROGRAM QUESTIONNAIRE

INSTRUCTIONS: *Please respond to all questions. An electronic copy of your responses in PDF format should be sent to the SFAC Committee via the Dean of Students Office, at dlyoung4@central.uh.edu by 1:00 p.m., Friday, October 18, 2024. It should be noted that only electronic submissions will be considered. Only those requests submitted by 1:00 p.m., October 18, 2024 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, goals that support your mission, and a justification of your unit's student fee allocation in terms of benefits for students.

Coog Radio, the sole student-owned and student-run radio station at UH, is a hub for students to learn the art of radio broadcasting, express their thoughts through blog writing and radio show hosting, and explore the myriad opportunities of the music scene. Our station operates 24/7, featuring a range of engaging radio shows from entertainment talk shows to engaging sports and more. Coog Radio's success is driven by our board of directors and the active participation of our dedicated, passionate members. In our professional broadcasting environment, students are encouraged to express themselves freely. Our mission, as outlined in our Constitution, is to provide a platform" for students to express themselves through music, speech, or a combination of the two over the radio waves on coogradio.com" and to promote and support "local Houston artists of various genres and popularity levels over the radio waves on coogradio.com."

We achieve our mission through a Team System, which offers structured opportunities for members to get involved in Engineering, Marketing, Programming, Web, and Music. 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 meetings with officers and the Station Director and regular communication with our Faculty Advisor. The officers are responsible for their respective branches and a few additional responsibilities (for example, the Station Engineer manages the live event DJs).

Our organization participates in Houston's music scene and supports 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 on-campus involvement, Coog Radio has partnered with musicians around Houston and venues and businesses such as White Oak Music Hall, House of Blues, Austin City Limits, South by Southwest, and Live Nation. Furthermore, the Coog Radio website allows students to participate in music journalism by writing editorials and concert photography. We also encourage our radio stream listeners to tune in through the *CoogRadio* App. Student fees will help Coog Radio expand its music library that our radio show hosts can play to help expose students to new music that they can't find elsewhere on campus, keep a diverse playlist that our in-house musicians can use to provide unique performances, and keep up to date in terms of equipment and software within a quickly evolving industry.

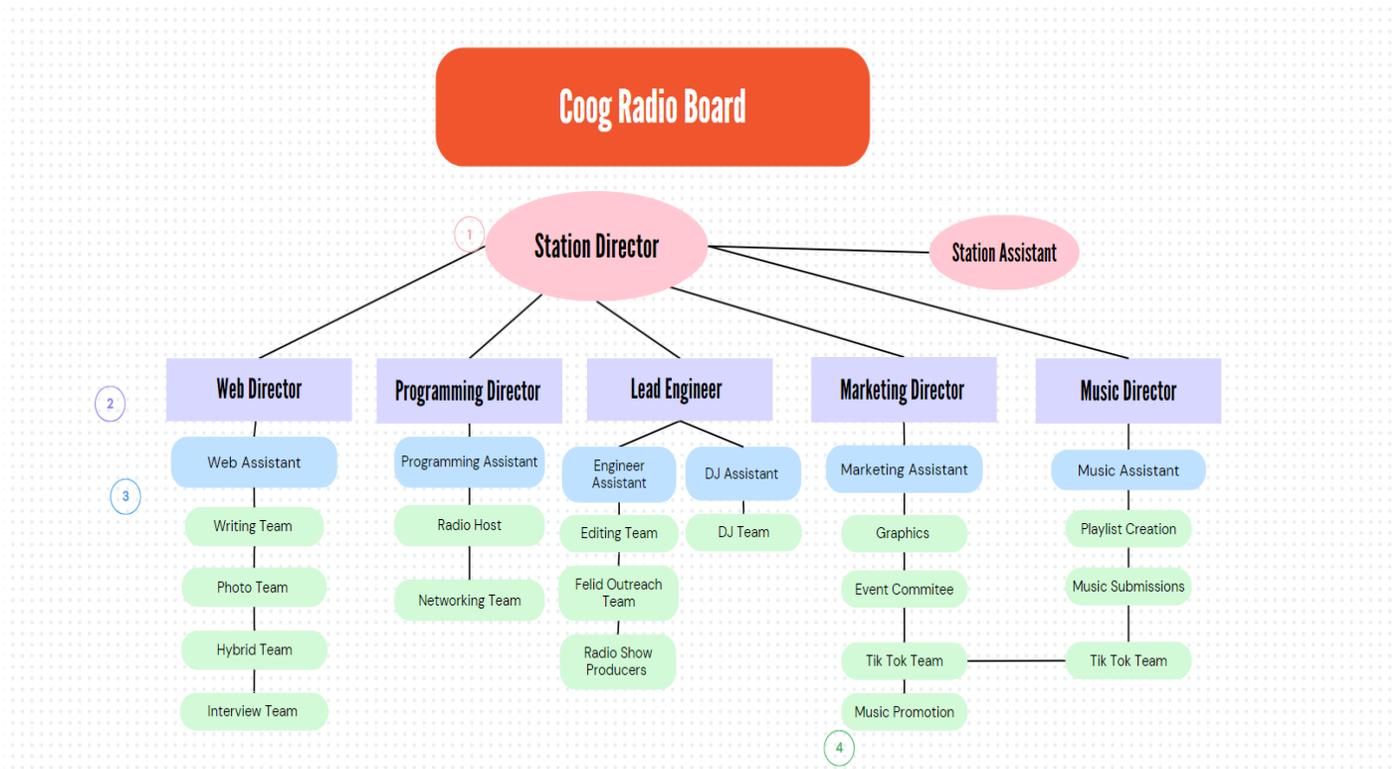
Additionally, student fees can help spread Coog Radio's name around with marketing items. This year, the largest first-year class has enrolled at the University of Houston, and Coog Radio desires to connect with this creative, diverse student body. In summary, Coog Radio allows students to participate in an exciting hands-on broadcasting environment they can't get anywhere else at the University of Houston. Coog Radio is for all students with any background in any industry.

2. Please discuss the means that you are utilizing to evaluate both your success in achieving the DSA strategic initiatives and/or action steps and their importance as compared to others that you might pursue. Where data exists, discuss any assessment measures and/or learning outcomes used to evaluate program success. Please provide the method for collecting this data.

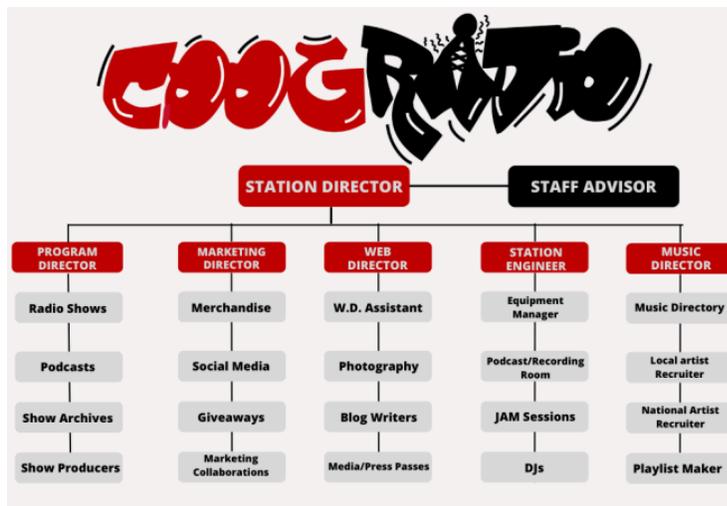
Coog Radio Board Structure

Below is the Coog Radio Board Structure. Each level of the organization is color coded from the highest in red to the lowest in green. Compared to 2023, Coog Radio has increased in roles and members. With more people joining the organization, there are more responsibilities and tasks assigned allowing for a smoother transition and organization function. The development of an assistant for each board member has helped an increase in new ideas and helping hands ranging from show production to event planning. Each green bubble consists of a variety of members helping in specific tasks, further increasing involvement in the organization.

2024



2023



Radio FX App Analytics

The development of the Coog Radio app has increased engagement in listeners from a variety of places in the United States. It has also allowed an accessible tool for people to tune into their favorite shows. A community has been built at Coog Radio with the app bringing members together while they listen on their devices. Below is a map of the cites listening to Coog Radio as well as a range of different statistics.

Interval: Last Month | Start Date: Oct 16, 2024 | End Date: Oct 16, 2024 | Platform: All | Listener Type: All | APPLY

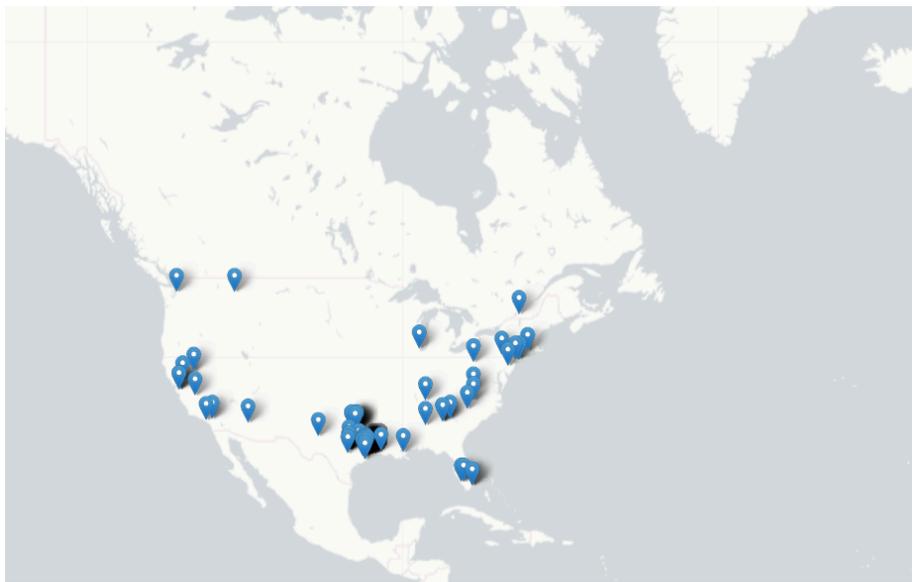
1162
TOTAL ACTIVITY

803
TOTAL SESSIONS

139
TOTAL UNIQUE LISTENERS

70
TOTAL REG. LISTENERS

00:15:48
AVG LISTENING TIME



Top Listener Cities

Houston	██████████
The Woodlands	██
Austin	█
Dallas	█
Spring	█
Atlanta	█
Fort Worth	█
College Station	█
Cypress	█
Atascocita	█

Web Team Analytics (September 16, 2024 - October 16, 2024)

The website has increased in engagement proving for a successful fall semester. In the last thirty days there has been an 18% increase in web page views as well as a 21% increase in the number of sessions. The website allows Coog Radio to distribute talented editorials for writers and concert photographers. The Web Team has proven their talent with the increase in the engagement proving the web Director successfully managing the team.



3. Please discuss any budget or organizational changes experienced since your last (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.

Each Team has been impacted in a significant way since the last SFAC request.

Web Team

The Web Team has implemented an interview team in order for people to gain on sight experience with talking to a variety of musical artists. Interviews allow Coog Radio to collaborate with different publications and increase networking opportunities for the organization. Furthermore the attendance of festivals such as ACL 2024 has helped web team members gain press coverage, network opportunities, and interviewing experience in a real world setting.

Programming Team

The programming team has benefited from the implementation of the Coog Radio app. With the app increasing coverage and accessibility to different shows, radio hosts have benefited with advertising the application and their personal show. Furthermore, the networking team has allowed programming to gain more ad reads to be read on air as well as collaboration with different organizations at University of Houston.

Marketing Team

The marketing division has been prioritized and expanded since last year. With the graphics team designing different flyers and posts for the Coog Radio instagram, as well as the event and tik tok committee participating in outreach to promote the organization, marketing has flourished in a variety of ways. The increase in membership involvement has helped with different advertising campaigns toward our spotify page and new app development.

Engineering Team

The engineering team went from a single person helping out with equipment, to a massive team learning the in and out of radio productions. With producers helping maintain radio broadcasting, to DJs playing music at different University of Houston events. Furthermore, the engineering team has allowed Coog Radio to DJ at a UH tailgate during home games as well as help promote the organization by engaging with other students passionate about audio equipment.

Music Team

The diversity of the playlist has helped improve Coog Radio discography thanks to the music team. With a playlist consisting of a variety of genres, the music team promotes an exceptional music taste that appeals to a variety of listeners. Furthermore, the music director has made a Tik Tok asking students around campus about their music preferences gaining useful data for the organization as well as a perfect marketing opportunity to increase engagement. The music team also collaborates with our sister organizations Coog TV promoting unit in the Center of Student Media.

4. 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.

As an organization, we would have to take the 5.0% reduction out of our programs and events budget. With this reduction, it would lead to us not having funds for campus events for students, which is where student involvement is our highest.

5. 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.**

We receive revenue through our DJ services. Coog Radio has been a great resource for organizations and departments around the University of Houston for events and parties. We are constantly sought out for a Coog Radio DJ to perform for their events. We hope for this new stream of revenue to be consistent. Not only does the DJ services provide added revenue, but also allow aspiring DJ's to gain experience participating in these services.

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

FY26Q_DepartmentName	Questionnaire
FY26AOT25a_DepartmentName	Add'l One time request - change "a" to "b", "c", etc for additional one-time requests
FY26WS_DepartmentName	Excel worksheet
FY26BA_DepartmentName	Base Augmentation request
FY26OTa_DepartmentName	One time request - change "a" to "b", "c", etc for multiple one-time requests
FY25PRES_DepartmentName	Presentation

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

Questionnaire completed by (please include name, title, email, and phone number):

Sorraya Gonzales
Coog Radio: Station Director
director@coogradio.com
(832) 535 - 6889