

**COOGTV**

**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](mailto: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.

CoogTV's **mission** this year is to not only create a safe space for our members to have creative freedom but to also provide resources and opportunities for students who want to feel confident going into the professional world of media. We are doing that now by collaborating with production companies. We have already started. Our members have already received opportunities such as interviewing MMA fighter, Raufeon Stots, having their footage and edited videos spotlighted on the official Texas Renaissance Festival Instagram page, filming at the Woodlands Pride Festival, and interviewing Redbull racer "David Coulthard". And so much more. We plan on keeping this going. CoogTV wants to continue giving students a space to have fun and build connections while also helping them add to their portfolios.

CoogTV prepares students by teaching them equipment, and hosting workshops on camera, acting, script writing, and broadcasting, we even teach them how to edit their own content. Our goal as an organization is to make sure all of our members get involved within each of the five branches we offer, to well-rounded themselves. CoogTV members are able to take their experience here and use it in their internships and real-world experiences. Our end **goal** is to have each member feel comfortable and understand our equipment so they can participate in more shoots in the long run.

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 which 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 than our social media pages. With a growing increase in views on social media, it is correlating to the views on our YouTube. CoogTV is also increasing views by playing around campus on TV, 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.

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. Therefore **we are seeking additional funding for equipment, travel, and for our hosted events to help our students expand and gain more experience.**

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.

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, but we are also creating higher-quality productions with more cameras, crew, and locations. Membership: CoogTV had a total of 818 memberships on GetInvolved from the 2023-2024 school year. To improve active memberships throughout this school we look to create genuine real connections with our members and create a welcoming environment.

We've received **247k views in the past 3 months** from our Instagram reels. And received **7,553 views in the last month on our YouTube channel.**

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.

CoogTV's focus this year is to give our members more professional opportunities to help build their portfolios. Our organization is expanding by collaborating with two different production companies. They have given us numerous media/marketing opportunities while also, hosting workshops for our members to attend. They also make sure that we are working with them on set and in a safe environment. We are collaborating with "Love Chain Productions"(they offer an internship through Valenti) and "House of 1927"(created by CoogTV alumni who work in reality TV such as "Bravo Network", and the "Oprah Winfrey Network". We also host Film festivals annually now, and last year we had over 500+ people attend so we are always looking for a bigger venue to ensure that our students' talent is showcased with the potential to have notable people recognize their work.

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.

CoogTV has an average of 6 shoots per day in and outside of our studio, which means equipment is constantly being checked out and we simply don't have enough equipment to deal with a 5% reduction. We would have to stop some productions/postpone due to equipment shortages. This would lead to less student involvement and fewer opportunities to teach students. Which goes **against our mission**. We don't want to halt our member's growth.

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.**

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 photo booth 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.

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):**