



One Time Request-
Marketing and Engagement
Initiatives



CENTER FOR STUDENT MEDIA



FY 25-26



One-Time Funding Request for FY26

CSM Marketing and Engagement Initiatives:

Event Promo items(i.e. T-shirts and Giveaways) and Engagement Initiatives: \$15,750.00

UH Administrative Charge (6.0%): \$945.00

Total: \$16,695.00

In alignment with the recommendations from our department's external review, the Center for Student Media (CSM) seeks to expand its reach through enhanced marketing and increased opportunities for student involvement. To achieve this, we request funding to support our marketing efforts, which are crucial for increasing student engagement and promoting CSM's events and activities. This request includes resources for promotional materials such as t-shirts, banners, flyers, and marketing campaigns to help us effectively support and grow our media outlets and student activities.

The one-time funding we received in FY 24 was instrumental in revitalizing student engagement across our organizations, resulting in a 45% increase in student participation, a 20% rise in attendance at CSM events, and a 15% boost in office visits. Building on this success, we are looking to expand our presence on campus further and increase student involvement through strategic marketing initiatives and outreach efforts.

The external review done on our department in February emphasized the importance of increasing awareness of CSM's offerings, and this funding would allow us to enhance our marketing strategies and engage more students. Specifically, physical and digital marketing campaigns will enable us to showcase prominent student media outlets like Cooglife, The Cougar, Coog Radio, and CoogTV. Additionally, we plan to create new hands-on opportunities for students, including internships in marketing, social media, and student-staff operations.

In collaboration with the Valenti School of Communication, a key initiative we are excited to launch with this funding is a CSM-sponsored, student-produced sports TV show, which will expand student opportunities beyond CoogTV. This new show will provide students with valuable experience in sports broadcasting, production, and content creation, allowing them to build skills in a growing media field. By adding this new platform, we aim to attract students passionate about sports and media, giving them a unique opportunity to create original content and engage the university community.

Each year, CSM hosts seven significant events, including UH Weeks of Welcome and Stress-Free Finals, which are pivotal in bringing students together and fostering community within our three student media organizations. Continued funding will help us grow these events, reach more students, and solidify the bonds among our media outlets.

Without this crucial funding, CSM will face challenges in providing key student opportunities, including internships, staff positions, and new initiatives like the sports TV show. Your continued support is critical to the success of CSM's mission, allowing us to expand our reach visibility and create meaningful, career-building experiences for students across campus.