

Center for Student Media

Supporting & Empowering Student-Driven Expression,
Publishing, & Broadcasting



FY25 One-Time Funding Request
Instructional Assistant for Center for Student Media
Publications & Operations

One-Time Funding Request for FY 25

Instructional Assistant for Center for Student Media Publications & Operations

FY 24 One-Time Funding Total: \$18,375.15 (12 months)

Salary & Benefits: \$17,335.89

UH Administrative Charge (6.0%): \$ 1,040.15

The Center for Student Media remains unwavering in its commitment to enhancing the student experience. In partnership with The Cougar and our ongoing expansion of student media involvement, we proudly present the opportunity of an Instructional Assistantship, dedicated to elevating Cooglifemagazine and CSM publications such as Houstonian and Transitions magazine.

This unique position not only contributes to the development and execution of CSM publications but also plays a pivotal role in the planning and execution of events and the broader distribution efforts encompassing all our publications, including the iconic Cougar.

The Center for Student Media Publications & Operations Instructional Assistant is the driving force behind the evolution of our publications. This graduate-level role empowers an individual to assume the editorial helm of three distinct magazines while engaging in student media training and overseeing a team of three Assistant Editors. The results have been nothing short of remarkable. During our pilot phase in FY 21, we achieved an amazing 28% increase in readership, an impressive 87.5% surge in web traffic, and a substantial expansion of Cooglifemagazine's social media presence.

Thanks to the invaluable support from SFAC in FY 22 and FY23, we achieved significant milestones. Transitions magazine witnessed a distribution surge, skyrocketing from 5,000 to 13,500 new students. Moreover, we forged a groundbreaking partnership with Admissions, designating Transitions as the official magazine of UH student orientation. As a direct result, in FY 23, we capitalized on our expanded readership, achieving a 6% increase in Cooglifemagazine advertising sales and an 8% growth in event attendance.

Furthermore, this position collaborates closely with the Director of CSM, harmoniously linking all three student media organizations to the Cooglifemagazine brand. This synergy results in dynamic CSM events featuring The Cougar, CoogTV, and Coog Radio. Past collaborative endeavors have led to captivating Cooglifemagazine stories related to Stress-Free Finals, featuring engaging content on CoogTV ranging from study snacks to a "Stress Less" music playlist and compelling features on the Cougar website dedicated to stress-free finals.

For the continued growth and support of Cooglifemagazine and the brand's enduring success, the Center for Student Media earnestly requests FY 25 one-time funding to sustain the crucial role of the Instructional Assistant for the Center for Student Media Publications & Operations position. Your support is instrumental in nurturing our commitment to enhancing the student experience and fostering a vibrant student media landscape.