

Center for Student Media

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



FY25 One-Time Funding
Department Marketing and Operations Budget

One-Time Funding Request for FY25

Department Marketing and Operations Budget

Event Promo items(i.e. T-shirts and Giveaways) CSM Event and Office Supplies: \$ 13,750.00

UH Administrative Charge (6.0%): \$825.00

Total: \$ 14,775.00

In our quest to bolster awareness of the Center for Student Media, we are earnestly seeking funding to support the marketing needs of our department and events and address our essential office supply requirements. This comprehensive request encompasses resources for items such as t-shirts, promotional materials, and the indispensable office supplies that are the backbone of our day-to-day operations.

We are immensely grateful for the one-time funding we received in FY 22 and FY 23, as it played an indispensable role in revitalizing student engagement across our organizations. Specifically, these funds led to a remarkable 45% surge in student participation, a 20% uptick in attendance at CSM events, and a notable 15% increase in office visits.

This ongoing financial support will bolster events sponsored by the Center for Student Media, showcasing prominent outlets like Cooglife, The Cougar, Coog Radio, and CoogTV. Furthermore, it will empower us to expand our footprint among the student body on campus. Annually, CSM orchestrates seven events throughout the academic year, including those during UH Weeks of Welcome and Stress-Free Finals. Additionally, this funding infusion will actively contribute to our sustained efforts to foster strong bonds among the three organizations within the Center for Student Media.

Moreover, we must underscore our commitment to supporting three student organizations and their guests. This responsibility has translated into a noteworthy 18.3% increase in office usage and visits since FY 2023. Regrettably, a substantial portion of our office supply funding was absorbed due to a 5% reduction in our base funding. Therefore, as part of this one-time funding request, we earnestly request that this deficiency be addressed, as these supplies are pivotal to our continued functionality.

Without the continuation of this vital funding, The Center for Student Media will find itself without the necessary budget to facilitate pivotal student opportunities, including internships in marketing and social media, positions in Student Staff Operations, and involvement in other student publication endeavors. Your support remains the linchpin to ensure the ongoing success of our mission and the realization of these invaluable student experiences.