

STUDENT FEES ADVISORY COMMITTEE (SFAC)

FY2025 PROGRAM QUESTIONNAIRE

INSTRUCTIONS: *Please respond to all questions. Restate the question before providing your response.*

An electronic copy of your responses in PDF format should be sent to: SFAC Chair, in care of the Dean of Students Office, at dlyoung4@central.uh.edu by 1:00 p.m., Friday, October 13, 2023.

It should be noted that only electronic submissions will be considered. Only those requests submitted by 1:00 p.m., October 13, 2023 will be guaranteed full consideration. Please review the note section following the questions for additional instructions.

1. Please provide a one-page executive summary of your questionnaire responses. This summary should include, in brief terms: your unit's mission, how you accomplish your unit's mission, and a justification of your unit's student fee allocation in terms of benefits for students.

Coog Radio is the only student-owned and student-ran radio station on the UH campus. We give students the opportunity to learn the art of radio broadcasting, express freedom of speech through blog writing, radio show hosting, and explore the many opportunities the music scene has to offer. Our station streams 24-hours, seven days a week, with a multitude of engaging radio shows ranging from entertainment talk shows to sports shows and more. Coog Radio thrives through our board of directors and the engagement of our dedicated members. We give students the opportunity to express themselves how they want, in a professional broadcasting environment. Our mission, as taken from our Constitution, is to "[p]rovide an outlet for students to express themselves through music, speech, or a combination of the two over the radio waves on coogradio.com" and to "[f]acilitate the promotion of local Houston artists of many genres and levels of popularity over the radio waves on coogradio.com".

We accomplish our mission through Team System, with 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 of officers and the Station Director, as well as regular communication with our Faculty Advisor. The officers are responsible for their respective branches, as well as 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 involvement on-campus, Coog Radio has partnered with musicians around Houston as well as venues and businesses such as White Oak Music Hall, House of Blues, Austin City Limits, South by Southwest, Live Nation, and In2une Media. We also encourage our radio stream listeners to tune in through the UHGo App.

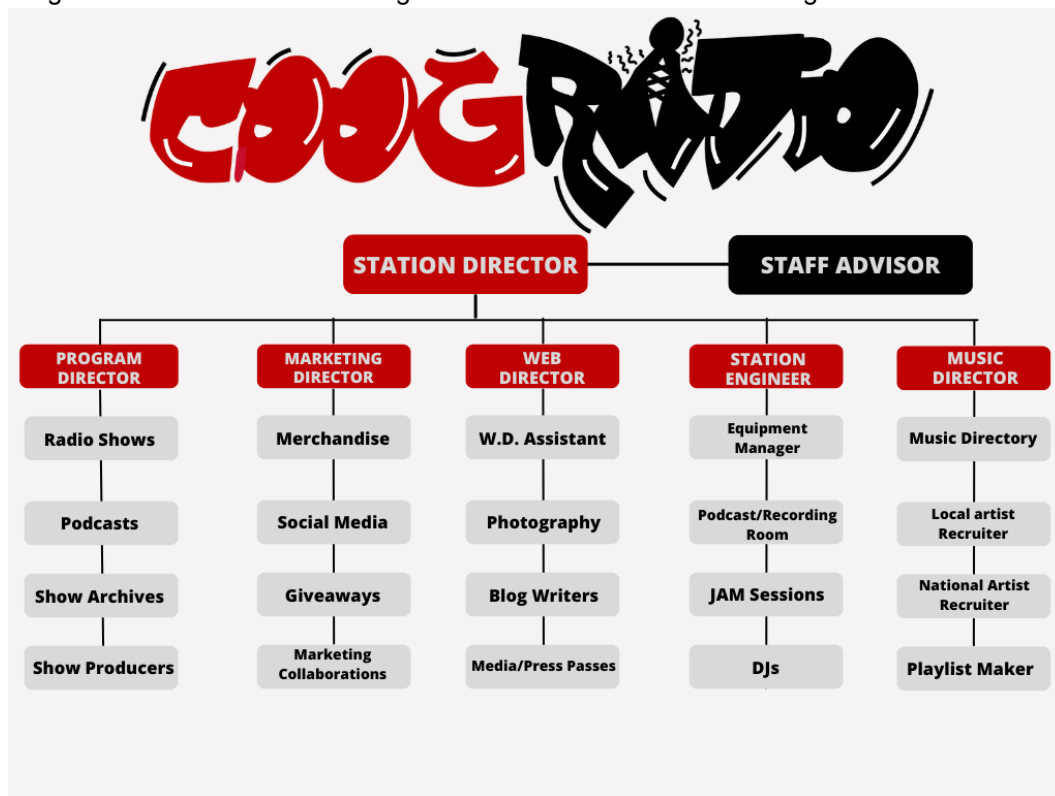
Student fees will help Coog Radio expand its music library that our radio shows hosts can play to help expose students to new music that they can't find elsewhere on campus; keep a

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 Coog Radio name be recognized around campus with marketing items. This year has been the largest freshman class to enroll at University of Houston, and Coog Radio wants to connect with these students.

In summary, Coog Radio provides students the chance 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. Provide an organization chart of your unit. Large units may need to have an overview chart and then more specific charts for each program. Where you have multiple staff in the same position (e.g. counselor, advisor, etc.), note this on your chart. Student employees should be cited on the chart and identified as students.

Below is the Coog Radio's organizational chart. All the positions are held by students, except for the position labeled "Staff Advisor". Each of these positions are essential to the success of Coog Radio operations. The positions in red boxes in ALL CAPS are the **Board of Directors**, and the gray boxes with black writing are **Coog Radio members**. Coog Radio Teams are made up of Coog Radio members volunteering their time to be involved in the organization.



3. If your unit falls under the Division of student Affairs, list your unit's strategic initiatives and action steps identified for the 2022 – 2023 academic year and cite the specific Division of Student Affairs (DSA) Strategic Initiatives and University of Houston Strategic Goals to which they can relate (links below). If your unit does not fall under the division of student affairs, explain, in detail, the strategic plan your unit operated under. Please comment on your success in achieving these strategic initiatives/action steps. If a strategic initiative/ action step changes during the year, please note this

and explain. Also, list any new strategic initiatives/action steps, the rationale for the addition, and comment on your success in achieving these items.

DSA: uh.edu/dsa/about/strategic-planning/2019-2023/

UH Goals: uh.edu/about/mission

Below are the 2022 - 2023 DSA Strategic Plan and UH Goals and their connection to Coog Radio's Mission:

1. **DSA Student Success:** Engage all students to intentionally **develop** leadership qualities, critical thinking and communication skills, diversity competencies, and personal growth.
 - a. **Coog Radio Actions:** Coog Radio is made up of a Board of Directors who are interviewed and hired for a paid position. They are tasked with assignments with deadlines they are expected to oblige by. As they develop leadership skills, they are tasked to teach their teams leadership skills as well. Team members get the behind-the-scenes experience as they are involved in Coog Radio.
2. **DSA UH Mission:** Connecting Potential with Opportunity
 - a. **Coog Radio Actions:** Coog Radio has an open-door policy, meaning our doors are open for anyone to join, get involved, and experience. Our mission is for Coog Radio to be a welcoming environment, and we have had multiple students verbally tell us they feel invited and welcomed to be at Coog Radio offices.
3. **DSA Resources:** Evaluate resources to **identify opportunities** for efficiency, improvement, and transformation.
 - a. **Coog Radio Actions:** Our Board of Directors are tasked with monthly/biweekly assignments that are to be completed by their deadlines. These assignments keep structure in Coog Radio as well as give structure for the directors to remain responsible. Along with assignments, the board of directors go through peer evaluations. These evaluations are given to each director to check-in on their performance and how well they are balancing the workload along with their academic performance. This also gives directors perspective on where their coworkers can improve upon in their performance.
4. **UH Values:** We change and adapt, transform and are creative to meet the ever-changing needs of the University and society.
 - a. **Coog Radio Actions:** Coog Radio recently went through a complete rebranding process. This rebranding mission was to connect students with the Houston and UH aesthetic while being a timeless look that will make a mark on campus.

4. Please list your 2024-2025 strategic initiatives and action steps in priority order and if operating under the DSA, cite the specific Division of Student Affairs Values and University of Houston Strategies Goals to which they relate. If your unit does not operate under the DSA, reference the strategic plan your unit operates under. Larger units may wish to group responses by subprograms. Under each strategic initiative, please state the specific action steps (programs, activities, services, policies/procedures, etc.) that you intend to implement to accomplish your stated initiative.
 - i. Articulate how KPIs are tracked and how/when your unit utilizes them to measure progress towards your goals. Are there any deficiencies in your ability to measure your KPIs? If so, explain why.
 - ii. Identify the milestones laid out on the path to achieving the long-term goals you have laid out. How do these milestones contribute to your unit's ability to hold itself accountable to the long-term goals?
 - iii. In your response, identify who (besides the department director) is responsible for each milestone in the plan and for measuring each KPI you have identified.

DSA Partnerships: Promote **alumni** engagement and support for division initiatives in cooperation with Advancement. **Coog Radio Actions:** Alumni of Coog Radio are deeply connected to the organization. Alumni will come by the offices to see the growth of the organization and give advice to our directors. An initiative we are working on is encouraging UH Alumni to use our broadcasting studio and Podcast Studios. We are working towards having

Alumni teaching DJ lessons to interested students, Alumni to have dedicated DJ mix hours, and encouraging Alumni to record podcasts in our newly upgraded Podcast Room.

DSA Student Success: Enrich the sense of **connection, belonging, and shared UH identity** among all students. **Coog Radio Actions:** This rebrand has been received with many compliments to not just the look of our logo, but also the environment in the offices. Our offices are always filled with students around campus. Students have joined radio shows as special guests, recorded podcast episodes in our Podcast Room, and bands have JAM Sessions with friends. Coog Radio is not just a place for students majoring in music, media, or journalism. Many of our members are psychology majors, computer science majors, mathematics, etc.

DSA Division Cohesion: Implement **staff communication** strategies that promote a mutual understanding of who we are and what we do. **Coog Radio Actions:** Board of Directors are given multiple tasks and assignments that will benefit the radio station to continue to grow and prosper. Some tasks require multiple directors to work together to complete, creating a line of communication. Examples of this collaboration is Marketing Director working with the Program Director to conduct live giveaways on radio shows.

DSA Student Success: Expand **diverse experiences** on exploration and education while identifying and meeting the needs of our student population through supportive, inclusive environments. **Coog Radio Actions:** We have 6 teams for members to explore and learn in areas of broadcasting, leadership skills, engineering, photography, and so much more. The diversity of learning experiences range from engineering to blog writing to radio broadcasting, both on-air and off-air.

5. Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned strategic initiatives and/or action steps and their importance as compared to others that you might pursue. Where data exists, discuss the number of persons served by each of your programs and any assessment measures and/or learning outcomes used to evaluate program success. Please provide the method for collecting this data. If your unit holds events, please provide revenue sources breakdown of each revenue stream including but not limited to the number of:
 - i. Tickets sold/number of attendees recorded
 - ii. Merchandise
 - ii. Concessions sold/distributed
 - iii. Revenue generated from these sales

As we are an internet radio station, we are able to track the traffic of listeners and blog views on our website. Coog Radio has been working on setting up a system that allows us to track listener counts over time through the on-air stream. However, working with slightly outdated technology makes it difficult. Last fall, Coog Radio organized a concert working with White Oak Music Hall in Houston. We sold more than \$800 in ticket sales with them. With the rebrand Coog Radio, we have passed out hundreds of Coog Radio marketing merchandise from t-shirts, stickers, tote bags and more to UH students, staff, and faculty. At our general meetings, we have had a consistent number of over 70 attendees who become members. We saw an increase in membership with over 100 new members joining since the Summer 2023 to date. We plan to increase in listenership, membership, and student engagement by creating a Coog Radio App that is integrated with UH Go App.

6. If your unit concluded FY2023 with a Fund 3 addition to Fund Equity in excess of \$5,000, please describe the conditions which cause the addition and provide a line-item identification of the budgetary sources(s) of the addition (I.e., lapsed salary, conference travel, etc.).

Coog Radio did not conclude FY2023 with a Fund 3 addition to Fund Equity in excess of \$5,000.

7. 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, which is already low. With this reduction, it would lead to us not having funds for campus events for students, which is where student involvement is our highest.

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

As an organization, we have increased in a multitude of ways. Our One-Time Request funding for an Equipment Manager has been a great asset for us. As the end of the 2022-2023 school year completed, the Coog Radio Board of Directors saw fit for a Music Director. As a radio station, music is an essential piece to our success. The music director has updated our directories to have current and up-to-date music play on air as well as have new and local artists' music be uploaded into our directories on a weekly basis. This position replaced the position of the Equipment Manager, and the latter positions responsibilities were given to the Station Engineer. We have seen an increase in the flow of business in organization as well as student experience.

Because of the funding for Austin City Limits and SXSW Music Festival travel funding, students have been able to create partnerships with other publications and professionals in the music industry. As a broadcasting station and an entertainment blog, we are given media passes to exclusive events. This access allows us to leverage our resources for students and relieve them of the concern of paying for travel, but focusing on the professional and educational experience of an industry they are interested in. To continue this opportunity for students will benefit the students and our organization.

With the funding for stipends, radio show hosts have been more connected to their show. This allows students to get real world experience of broadcasting as a radio show host and being rewarded for their consistency and dedication. We have established Coog Radio Legacy Shows - our sports show "3-Man Front", and entertainment show "Coogs @ Nite". These Legacy shows are Coog Radio owned shows where students audition to be the hosts. In the future, we would like to pay more of our radio show hosts to increase the engagement as an incentive.

All of the engineering improvements have put the flow of the station in the right direction to be up to date with the latest technology.

9. 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.
 - i. If applicable, what can be done to increase donations, sponsorship sales, and other revenue streams? Please answer each separately.

Outside of SFAC funding, we plan to do merchandise giveaways and raffles for donations, however these are not reliable streams for donations. We also have applied to grants for school organizations, but have not received them.

10. Does your unit generate revenue? (Please do not address donations in this question) If your unit does not generate revenue, respond "not applicable. If so:
 - i. Provide your unit's P&L statement for the current fiscal year and trailing five-years showing all revenue streams for your unit.
 - ii. Provide line-item data for each revenue stream.
 - iii. For each revenue stream, provide an explanation of the nature of the revenue and briefly articulate the successes and failures for each line item.

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. The revenue generated from these events are split with the organization and the individual DJ from the event requested. With our newly renovated podcast room, students, alumni and the public are able to record podcasts. There are selective packages with prices those interested can opt in. All Coogs are given discounted prices. We hope for this new stream of revenue to be consistent. With help of funding, we would be able to offer more services for our podcast room, such as a video feature. In the past we have offered on-air paid advertising. We plan to continue this stream of income as an aid for the 5.0% reduction in our funding.

11. Does your unit raises money from donors and sponsors? If your unit does not receive donations or sponsorships, respond "not applicable." If so:
 - i. Identify key staff members responsible for development and seeking sponsorships.
 - ii. Provide financials for the current fiscal year, as well as the trailing five fiscal years including:
 1. An analysis of your development activities. Include a breakdown of the nominal quantity of donors donating \$20m+, \$10m+, \$5m+ \$1m+, \$500k+, \$100k+, \$50k+, \$25k+, \$10k+, \$5k+, \$1k+, \$100+. Provide this both in terms of lifetime contributions and annual contributions.
 2. An analysis of your sponsorship activities. Include a breakdown of total sponsorship dollars and identify your top twenty-five (25) sponsorship deals.
 - iii. If applicable, provide a breakdown of each capital project or capital campaign in your unit. Explain how each capital project or campaign aligns with the goals and milestones laid out in your departments strategic plan.

Coog Radio does not have sponsors or donors.

12. Please describe any services that are similar to yours and or any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.

Coog Radio is a unique program at the University of Houston that benefits students in a major way. There is no Broadcast Journalism major at the Valenti School of Communication and no other student-run radio station at the University. Our 4 branches are unique to radio work and dive deep into their techniques. To our knowledge, there are no programs at the University of Houston quite like Coog Radio.

For specific examples of minor similarities, first we'd like to discuss our Concert Series videos, where we bring in Houston bands to the studio and stream their performance live on coogradio.com, and CoogTV's work are similar in that they are both video media. However, CoogTV has no means of streaming a band's performance live on a radio. Additionally, Coog Radio has articles published nearly daily on our website, which is similar to the formatting of The Cougar. Since our articles are all music-related, however, and also because our Web Team writers and photographers receive access to music festivals and concerts, our efforts in music journalism are unrivaled at the University.

13. What percentage of department M&O is allocated to marketing?
 - i. Please detail your comprehensive marketing strategy towards the student body including metrics used to measure the effectiveness of the marketing strategy.
 - ii. How much revenue is allocated towards the marketing strategy?

Coog Radio's marketing strategy is multifaceted. For merchandise, we want to see every UH student with a piece from Coog Radio. Whether it is our tote bags, sweatshirt and sweatpants, bucket hat, or sticker on your laptop cover. Name recognition is the first step in our marketing strategy. This past year, we have been passing out Coog Radio merchandise to students at events collaborating with other student organizations, such as Cat's Back, Cougar Connection, Shasta's Open House, etc. With the high number of events, students, and funding, merchandise cost about \$4,500 for over 700 promotional items. Everyday, we see 3 out of 10 students with a Coog Radio piece. Students have come into the Coog Radio offices to ask for merchandise on a

weekly basis, and will find themselves learning more about our organization and becoming a member. Going into the next fiscal year, these are actions we plan to continue.

14. If any of your funding from the student service fee goes to your general operating fund, please detail where any student service fees you received went and what they were spent on as well as future intentions if granted. Otherwise please respond “not applicable”.
15. How does your unit contribute to campus culture and improve the student experience? How is the effectiveness of these contributions measured by your unit if at all? What else can your unit do going forward to continue to improve your contribution to the student experience?
 - i. Does your unit contribute to turning students into coogs for life?

The culture of a campus derives from the students' voices being heard and accepted by administrators. Here at Coog Radio, students have the opportunity to use their voice in their freedom of expression. Whether it be a group of students talking about the challenges of adulthood, or an individual sharing resources for the LGBTQ+ community, or student leaders addressing campus matters, Coog Radio welcomes them all to use as a platform. Students' voices should be heard, and we give them a platform to reach others.

The effectiveness of Coog Radio has impacted the campus community and student experience in multiple ways. There have been multiple times students sitting in the student center north lounge area who are listening to our on air radio personalities become interested in the show and watch through the windows of our studio. Some students become so engaged they come into the studio, hop on the microphone and join the conversation. There have been students with majors that have nothing to do with radio, join Coog Radio, and it changes their perspective on their career path for the betterment of themselves. Coog Radio is an engaging community for all students, welcoming them into being a Coog for Life.

NOTE:

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

FY25Q_DepartmentName	Questionnaire
FY25OT24a_DepartmentName	Add'l One time request – change “a” to “b”, “c”, etc for additional one-time requests
FY25WS_DepartmentName	Excel worksheet
FY25BA_DepartmentName	Base Augmentation request
FY25OTa_DepartmentName	One time request – change “a” to “b”, “c”, etc for multiple one-time requests
FY25PRES_DepartmentName	Presentation

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

Please send electronic responses to (PDF format) to: Chair, SFAC

% Dean of Students Office

dlyoung4@central.uh.edu