



COOGTV

SFAC Program Questionnaire

FY 27

STUDENT FEES ADVISORY COMMITTEE (SFAC)
FY2027 PROGRAM QUESTIONNAIRE

Please answer the questions below. The totality of your responses should give the members of the Committee a comprehensive understanding of the role and function of your unit(s).

Questionnaire completed by Charlotte Russell, Executive Producer, tvep@cougarnet.uh.edu, (281) 902-9764

1. Please provide 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.

Mission Statement

CoogTV's mission is to provide a welcoming environment that allows our members to learn all things production and create content from all different forms of media for the UH student body.

Goals

All of these goals are accomplished by our Student Leaders and members in the organization

- a. Create a safe and learning environment for our members in our organization. This is so they can feel welcome in our organization and feel open to ask questions or give ideas.
- b. Teach as many members how to use equipment and how to produce professional grade content.
- c. Connect our members with individuals and opportunities in the film industry.

Student Fee Allocation

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 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. Not only that, CoogTV allows our members to express themselves freely. This organization is not only for Media Production students but it is for anyone who wants to be creative.

2. Please discuss the means that you are utilizing to evaluate your success in achieving the DSA strategic initiatives as well as action steps in contributing to the retention of students. Where data exists, discuss any assessment measures and/or learning outcomes used to evaluate program success. Please provide the method for collecting this data.

Innovation

We have been reaching out to our alumni to create workshops, connections, and events that help our members grow. We have reached out to the alumni network to find CoogTV alumni and to put them on our newsletter, so they can be more involved with the University of Houston and CoogTV. We are also connecting members with opportunities with individuals in the industry, to provide them with more hands on experience, in addition to what we provide them at our studio.

Empowerment

We have been heavily promoting engagement on CoogTV projects. We have increased how many team leaders we have in our organization, and we have emphasized the inclusion of CoogTV. We have 60 team leader opportunities that have given our members more responsibility and ability to perform. We have also emphasized the opportunities a member has at CoogTV by mentioning how it is to join, ability to get hands on experience, and no major requirement.

Community

We are also hosting more events on campus, including Film Fest and our Halloween Party. These are our big events, but we are creating smaller ones as well, like weekly movie nights or get-together events. We have also emphasized getting Behind the Scenes content for CoogTV, so we can showcase what our members are accomplishing on our social media and newsletter.

3. Please discuss any budget or organizational changes experienced since your last (FY2026) 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.

Film Festival

The money provided from SFAC gave us the opportunity to reserve the Cullen Performance Hall for our Fourth Annual Film Festival. This festival brought in over 500 attendees and over 20 films applied to the festival, from UH and outside schools. We also had the opportunity to have individuals in the film industry judge the films that were shown. This funding gave our students the opportunity to have their films shown in a theatre and establish a connection to them.

Travel

We had the ability to travel to Austin for South by Southwest Festival. That experience alone has given us so many opportunities to see different actors and to work as press at a big event. We also got the opportunity to go to the Final Four, which was extraordinary and let our sports members learn more about working big events that get a lot of coverage. Overall, our travel has been really beneficial to getting our members out there and learning more about the industry.

Sports Producer

Our Sports Producer is vital to the running and making of CoogTV. They are the person that attends every game, every press conference, and every sports related event on campus. They also cover non-UH games, like the National Football League. They produce so much content, and are one of the main reasons that our X (formerly Twitter account) has risen in popularity. Our sports producer is also the individual that teaches our members about sports journalism and the requirements that it entails. Overall, they are a vital part of CoogTV and are incredibly needed.

Equipment

We have made many new additions to our equipment, such as more lights and microphones. This has been incredibly helpful because it gives us the opportunity to film for multiple branches at the same time. We are also obtaining more relevant equipment, so we can be up to date on what people in the film industry use.

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

FY27Q_DepartmentName	Questionnaire
FY27AOT25a_DepartmentName	Add'l One time request - change "a" to "b", "c", etc. for additional one-time requests
FY27WS_DepartmentName	Excel worksheet
FY27OTa_DepartmentName	One time request - change "a" to "b", "c", etc. for multiple one-time requests
FY27PRES_DepartmentName	Presentation