



Coog Radio SFAC Program Questionnaire FY 27

Questionnaire completed by:

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- 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:

Coog Radio's mission is to provide an outlet for students to express themselves through music, speech, or a combination of the two over the radio waves on CoogRadio.com, while promoting local Houston artists of many genres and levels of popularity.

Goals Supporting the Mission:

Coog Radio gives University of Houston students a unique opportunity to learn broadcasting, audio engineering, marketing, programming, and web development in a professional environment. Through our 24/7 online radio stream and our four-branch Team System; Engineering, Marketing, Programming, and Web. We offer hands-on experience in all aspects of radio operations. We also provide live DJ services to student organizations and collaborate with local musicians, venues, and media partners to strengthen campus and community connections.

Justification for Student Fee Allocation:

Student fee funding supports the operation and growth of Coog Radio's fully student-run platform, ensuring continued access to professional broadcasting equipment, training, and real-world media experience. These funds allow students to develop transferable skills in communication, leadership, and production while enhancing campus life through music, cultural programming, and event participation. Coog Radio's activities directly benefit the UH community by amplifying student voices, promoting local talent, and fostering engagement across campus.

- 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.**

Evaluation of Success and Contribution to Student Retention:

Coog Radio evaluates its success in achieving the Division of Student Affairs (DSA) strategic initiatives—particularly those related to student engagement, experiential learning, and campus involvement—through ongoing assessment of member participation, event impact, and skill development.

We utilize several means to measure success:

- **Membership Tracking:** We monitor active participation, retention, and progression of members within our four-branch Team System (Engineering, Marketing, Programming, and Web). Attendance logs, meeting records, and member surveys help assess engagement, leadership growth, and satisfaction.
- **Skill and Learning Assessment:** Members receive hands-on training in broadcasting, production, engineering, and marketing, and complete self-assessments and peer evaluations to measure growth in technical, creative, and professional skills.
- **Event and Partnership Evaluation:** Coog Radio tracks the number of on-campus events supported, live DJ performances, collaborations with student organizations, and partnerships with local venues. Feedback forms from event organizers and participants help measure program quality and community impact.
- **Audience and Outreach Analytics:** Through **RadioFX**, our mobile streaming and engagement platform, we collect detailed listener data, show performance metrics, and audience demographics in real time. These analytics allow us to measure audience reach, listener retention, and content effectiveness. We also monitor web traffic, social media engagement, and streaming statistics to evaluate outreach success.
- **Host Performance and Stipend Criteria:** Coog Radio offers stipends to qualified show hosts who demonstrate consistent commitment, professionalism, and high-quality programming. Stipend eligibility is determined based on:
 - Consistent attendance at general and team meetings.
 - Regular and timely show production and performance.
 - Active participation in Coog Radio events and marketing initiatives.
 - Adherence to station policies, broadcast standards, and deadlines.
 - Positive listener engagement and contribution to the overall station mission. These criteria ensure accountability, encourage excellence, and reward members who actively contribute to Coog Radio's growth and reputation.

Action Steps for Student Retention:

Coog Radio contributes to student retention by fostering a strong sense of belonging, creativity, and professional development. Members gain real-world broadcasting and leadership experience that complements their academic studies and prepares them for careers in media and communication. Regular officer mentorship, structured team roles, and financial support

through stipends help reinforce member commitment, promote equity, and encourage continued involvement throughout their college experience.

Data Collection Methods:

Data is collected through RadioFX analytics, attendance and participation tracking, stipend eligibility reviews, post-event surveys, and officer reports. Listener and engagement metrics from RadioFX are reviewed each semester alongside internal member data to assess progress toward DSA strategic initiatives. Results are evaluated by station leadership and the Staff Advisor to identify opportunities for improvement, align programming with student needs, and strengthen overall student engagement and retention.

- 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.**

Organizational Changes and Revenue Development Since FY2026 SFAC Request:

Since our FY2026 SFAC request, Coog Radio has continued to grow and adapt its operations to better serve the University of Houston community while building toward greater financial sustainability. We are deeply grateful for SFAC's continued support, which has allowed us to enhance our programming, expand student opportunities, and strengthen our presence on and off campus.

Over the past year, Coog Radio has refocused its efforts on **expanding the number and diversity of student-hosted shows** and **increasing campus coverage** to ensure that more students have a voice on the air. Through the **RadioFX app**, we have improved accessibility and engagement, allowing listeners to connect with our station more easily and interact with shows in real time. Increased app promotion and digital engagement have helped us grow our audience while providing valuable analytics to guide future programming and outreach.

We have also implemented a stronger **on-campus marketing strategy**, including more tabling events, collaborations with Registered Student Organizations (RSOs), and live DJ performances at university events. These efforts have raised visibility and reinforced Coog Radio's role as a creative, unifying presence on campus.

In addition, Coog Radio is actively working to **build new revenue streams** by strengthening connections with **off-campus partners** such as local venues, music festivals, and businesses interested in sponsoring content or events. These partnerships not only enhance our reputation within Houston's music and media scene but also provide opportunities to generate funds that can be reinvested in student training, equipment, and professional development.

Thanks to SFAC's continued investment, Coog Radio has been able to maintain high-quality broadcasting equipment, support stipends for dedicated student hosts, and sustain a 24/7 streaming platform that promotes both UH talent and local Houston artists. As we look ahead, our focus remains on **growing our audience, building revenue opportunities, and continuing to provide a professional, hands-on learning environment** that benefits all University of Houston students.