

UHCL

UNIVERSITY OF HOUSTON-CLEAR LAKE

**STUDENT MEDIA
SFAC PRESENTATION**

FY2025 & 2026



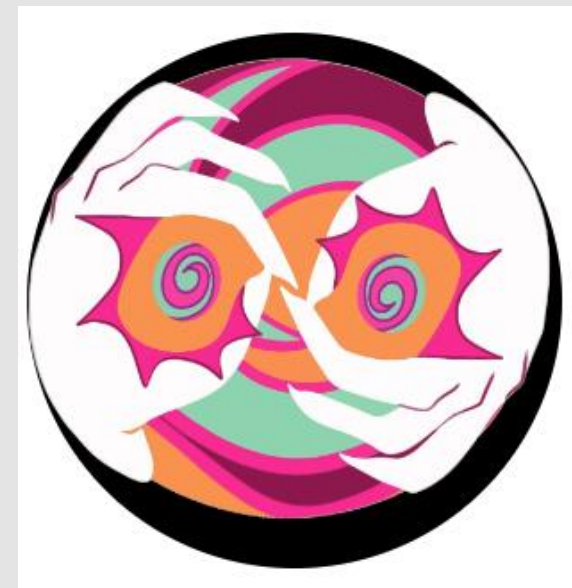
MISSION



The mission of the University of Houston–Clear Lake (UHCL) Student Media is to amplify student-driven expression, innovative storytelling, and impactful journalism. We strive to inform, educate, and engage the UHCL campus and surrounding communities through journalistic best practices. UHCL Student Media serves as a professional learning environment where students can gain valuable skills and experiences across various media channels.

CORE PROGRAMS

UHCL Student Newspaper



UHCL Student Magazine
The Spectalce

HAWKS SOARING STUDENT SUCCESS

Student Media aligns with DSA's mission by focusing on developing the students' professional skillsets and amplifying their voices. Student Media functions as an area where students build and practice the following skills:

- Writing
- Copyediting
- Photography
- Digital Design
- Business Management
- Marketing
- Video and audio production
- Journalism reporting
- Community building
- Leadership



- Empowerment and Freedom of Expression
- Professional Development
- Civic Engagement
- Enhance Campus Culture

WHAT OUR STUDENTS ARE SAYING!

UHCL
STUDENT
MEDIA

“As a non-traditional student, I was concerned about starting college and not having anything in common with my classmates. Since I walked in the door at Student Media, I have felt accepted and welcomed. My participation has not only given me ways to relate to my younger peers, but has also allowed me the opportunity to interact with and get to know more of our school community than I ever would have otherwise.”

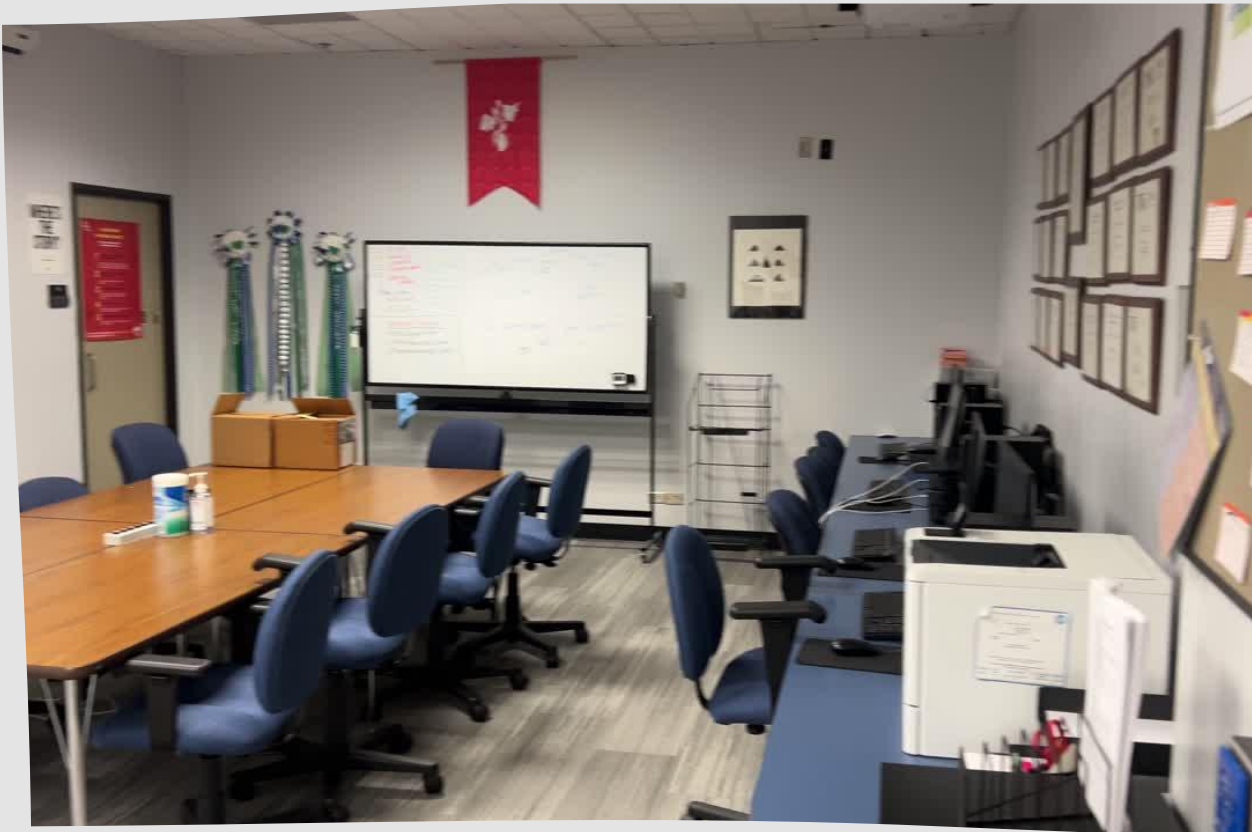
–Josh Lister, Senior, Major: Communication, Minor: Professional Writing

“Working with student publications at UHCL has opened me up a lot to meeting new people. Going to a commuter school, it’s hard to get to know others when everyone is in and out but when there is a space for people to get together and share ideas outside a classroom, it allowed me to meet many interesting people and build stronger relationships.”

–Diego Correa-Fernandez, major: Communication, minor: Graphic Design

THE INTERNAL EXPERIENCE

SUCCESSSES



- Retention of two student contractors and four contributors.
- We enhanced the Student Media space.
- The development of two new student contractor positions (Social Media Specialist & Multimedia Specialist)



CHALLENGES

Staff and Student
Contractor Transition

Offers only one
communication area



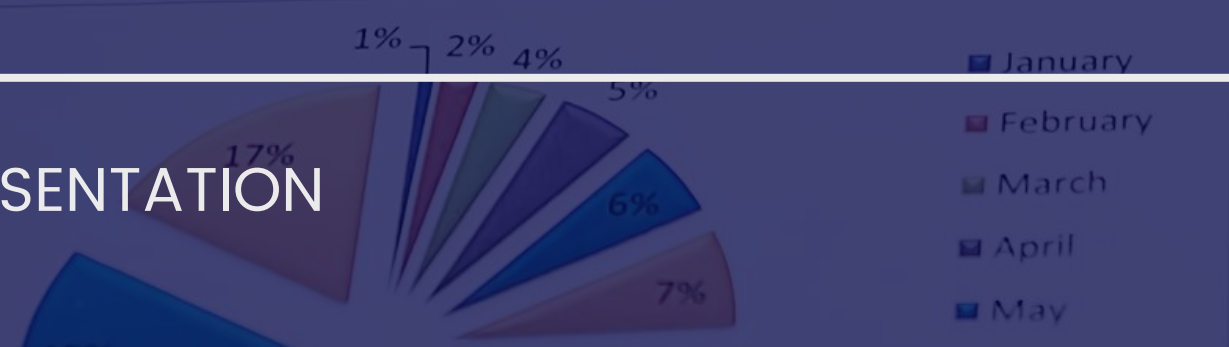
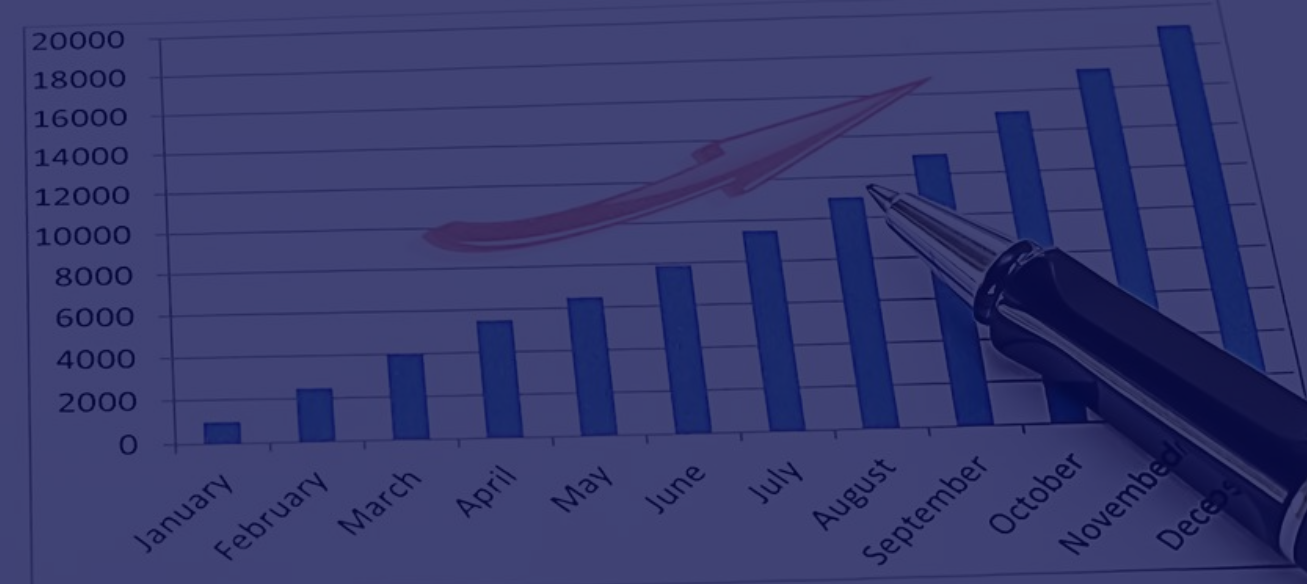
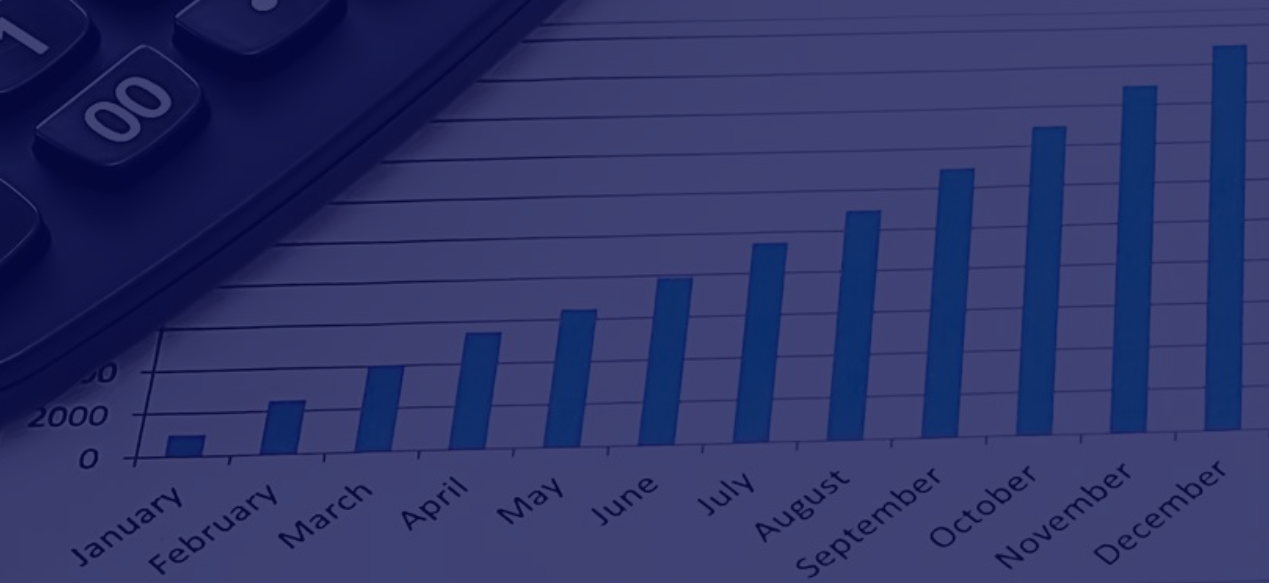
OPPORTUNITIES



- **Longevity Framework:** Create the framework for, The Signal. With staff transitions, many of the historical content and operation guidelines have been lost in the transfer. Re-establishing a solid framework will allow current and future students access to professional communication experience.
- **Expanding Student Media:** Expand The Signal to include multimedia, social media, and podcasting experiences. Expanding the communication focus areas will allow students from all majors to engage in digital storytelling and actively broaden their technical skill sets.
- **Workshops and Training:** To enhance student skills, offer training sessions and workshops on media ethics, writing, editing, multimedia production, and social media marketing.

BUDGET

SFAC PRESENTATION





	<p>Employee Salaries and Student Contractor Monthly Pay</p>	<p>\$116,276</p>
<p>Student Media Office Operations</p>		<p>\$14,128</p>
	<p>Travel - Professional Development Conferences and Award Competitions</p>	<p>\$8,000</p>
		<p>\$138,404</p>

100% of Student Media's funding source comes from student fees.



COST SAVINGS

5% Reduction

\$7,795.20

Student Media would accommodate reductions in the following area of paid student contractors by acquiring more contributors, college credit interns, and partnerships with Communications courses.



STUDENT MEDIA ONE TIME REQUEST

Student Media One Time Ask - FY25

\$15,000



Upgrade camera equipment by purchasing four to five camera kits (camera body and lenses).

DIVISION OF STUDENT AFFAIRS ONE TIME REQUEST

Division of Student Affairs
One Time Ask - FY25

\$5,600



Writing Tool

\$3,600 - Annual Cost
for 25 division seats

More than 50% of Student Affairs offices or staff have purchased Grammarly independently, exceeding the overall budget for annual division subscriptions.

Social Media
Scheduling Tool

\$2,000 - Annual Cost

The prescheduled content will assist the division in increasing student engagement, community outreach, and improving their college journey.

Division of Student Affairs
One Time Ask - FY26

\$5,600



Writing Tool

\$3,600 - Annual Cost
for 25 division seats

More than 50% of Student Affairs offices or staff have purchased Grammarly independently, exceeding the overall budget for annual division subscriptions.

Social Media
Scheduling Tool

\$2,000 - Annual Cost

The prescheduled content will assist the division in increasing student engagement, community outreach, and improving their college journey.

QUESTIONS

UHCL

THANK YOU

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