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Student Affairs Fee
Advisory Board
DIVISION OF STUDENT AFFAIRS

Funding Request Form FY2027

Department should complete one form for each individual request

Department:

MSC Programs

Program, Service or Operation Requested:

Aggie Cinema Streaming

General Description:

The Aggie Cinema Streaming Service (<http://AggieCinema.tamu.edu>) provides free streaming of 500+ movies and TV shows to students and individuals connected to the A&M network, with 24/7 access from their personal devices. The annual licensing fee to maintain this service has estimated between \$14,000-\$16,000 per year, with each year being incrementally more expensive.

Request Type:

☒ Full ☐ Increase ☐ One-Time ☐ Partial/Matching

Type of Funds Requested:

☒ UAF ☐ Other

General Questions

How does this address an important need and/or positively impact students?

Provides on-campus entertainment and streaming options at no-cost to students.

What department/Division strategic plan item does this support?

Department: Embrace Innovation – Embracing innovation includes our ability to identify and utilize new methods to fulfill our mission, adopting a “cutting edge” approach to new technologies, and seeking innovation in program content and program delivery.

DSA: Inclusive and Caring Communities - Ensure DSA programs, services, and facilities are welcoming and accessible for all. Leveraging Resources - Utilize data to make informed decisions for continuous improvement and innovative approaches to new and existing challenges.

Please provide data, evidence, and/or input (student faculty, staff, other) you gathered to help you determine the need for additional resources.

Completing its fifth year, AggieCinema.TAMU.edu has improved viewership of its film content year-to-year, from 19,698 views in FY21 to over 35,557 in FY24, with similar viewership in

FY25. The average student price of one streaming service (based on the top 9 platforms) per person is \$4.79/month. College students, on average, subscribe to 4 services for an average total of \$19.16/month or \$229.92 per year. The cost of the Aggie Cinema streaming service per Texas A&M-College Station student (71K) in fall FY24* was \$0.20 per year.

Reported from a spring 2025 SAPAR assessment, 42% of AggieCinema.TAMU.edu streaming site users were considering giving up one of their paid subscription services due to their ability to access AggieCinema.TAMU.edu. 92% of users were extremely to somewhat satisfied with the service, and 91% agreed that it strongly or somewhat added value to their Texas A&M experience. Students also shared that they stream content on AggieCinema.TAMU.edu with other students: 19% of users report they frequently watch content on a personal device with another person, and 44% strongly agreed or agreed they feel connected to other students as a result of watching content streamed on AggieCinema.TAMU.edu. Approximately, 20% of AggieCinema.TAMU.edu users are first-generation college students.

Since the launch of AggieCinema.TAMU.edu, Aggie Cinema committee members have started to write, direct, and film their own film projects for release on the streaming site under the name “MSC Aggie Cinema Originals”, including a student full length feature and an episodic short series. *Fall 2025 enrollment numbers will not be finalized until the 12th class day.

What actions have you implemented or discontinued internally to address the identified need?

The Aggie Cinema streaming service contract will expire at the end of FY26. Should more permanent funding not be identified, a reevaluation of the service will be considered.

If funding is granted, what metrics will you use to evaluate success of this program/service/operation?

We will continue to track viewership and assess the student perspective related to the service.

Have other sources of funding (fundraising, sponsorship, reserves, etc.) been considered? Please explain.

MSC Programs is currently covering the cost of the streaming service out of our reserve accounts, and we have engaged donors with this initiative as a giving opportunity. Residence Life provided \$3500 for the first two years of streaming and has since transitioned to providing in-kind services (free event rooms 6x/year) for in-person screenings of movies in the halls.

Total Estimated Cost

Funding Description	Amount
Cost of license per year (including anticipated increase)	\$16,000/year
<i>Less Estimated Partial/Matching Funds (if Applicable)</i>	
TOTAL INCREASE REQUESTED	\$16,000/year