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Student Affairs Fee  
Advisory Board  
DIVISION OF STUDENT AFFAIRS

**Funding Request Form FY2026**

*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 \$12,000-\$14,000 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 fourth 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. The average cost of

a streaming service (based on the top 9 platforms) per person is \$8.33/month or \$100 per year. The cost of the Aggie Cinema streaming service per Texas A&M student (71K) in FY24 = \$0.20 per year. Results of a Fall 2023 SAPAR assessment indicated strong student satisfaction with the streaming program. 92% were extremely to somewhat satisfied and also agreed that it strongly or somewhat added value to their Texas A&M experience. 51% indicated that they had already given up, or were considering giving up, their paid streaming services because of the availability of the service. This year, Aggie Cinema committee members also had the opportunity to write, direct, and film their own short film projects for release on the streaming site under the name “MSC Aggie Cinema Originals”.

***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. However, MSC Programs is looking to reduce its annual spending out of reserves, given that we no longer have EOY committee balances being rolled up into our accounts. 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**

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