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Student Affairs Fee
Advisory Board
DIVISION OF STUDENT AFFAIRS

Funding Request Form FY2023

Department should complete one form for each individual request

Department:

Memorial Student Center

Program, Service or Operation Requested:

MSC Aggie Cinema requests funding in support of AggieCinema.TAMU.edu for FY 23

General Description:

In August 2020 MSC Aggie Cinema launched AggieCinema.TAMU.edu, a free movie streaming service provided for students, by students, at Texas A&M. AggieCinema.TAMU.edu provides Texas A&M students with access to 560 movies and TV shows 24/7 from the convenience of their own device anywhere they have access to TAMU Wifi.

In the first year of launching the site, MSC Aggie Cinema set a goal to raise \$5,000 for FY22, which they achieved. The site was renewed for a second year in August 2021 and they are looking ahead and asking for one-time funding of the streaming site (\$12,000) for its third year, August 1, 2022 – July 31, 2023 with \$3,000 support from Residential Life.

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?

In its first year, AggieCinema.TAMU.edu exceeded expectations in terms of viewership and popularity among students. When compared to MSC Aggie Cinema’s historical data of annual in-person attendance (which is approximately 3,970 students per year) the site has a much higher reach. Between August 1, 2020 and July 31, 2021 AggieCinema.TAMU.edu reached more than 20,000 views. Prior to the introduction of AggieCinema.TAMU.edu, MSC Aggie Cinema could only host about 20 in-person movie screenings per year, but the site now allows us to provide hundreds of diverse titles to students that they can watch at any time they like.

MSC Aggie Cinema students work diligently all year long to customize the site and curate the selection of films. They seek input from campus populations through surveys and social media polls to select new films to add to the site collection each month. They also produce

their own original short film content that they share on the site through the commercial ad feature. The content Aggie Cinema produces supports membership recruitment and promotion of Aggie Cinema events and activities, also production of their videos provides Aggie Cinema students opportunities to learn new skills like film making and editing.

The commercial ad feature also allows MSC Aggie Cinema to share campus and departmental information with students, which was important at the start of the pandemic when we shared short videos from TAMU MarComm about mask safety and health tips. In the first year, the site also featured commercials from TAMU Transportation about updated bus routes, Student Activities, and, DSA MarComm, and the Corps of Cadets. More opportunities for partnership visibility is possible as departments learn that this is available to them.

A Student Life Studies/MSC Aggie Cinema survey project was conducted in fall 2020 which assessed how students use the site. The survey data is specifically referenced in the evidence section below, but overall it proves that:

- 1) Freshmen and sophomores, students of color, and First Generation students are most likely to use the site;
- 2) Students are using the site to watch movies together as a way to connect with other students; and
- 3) About one-quarter of students surveyed said they would make a financial decision to cancel another subscription streaming service since they have access to AggieCinema.TAMU.edu for free.

What department/Division strategic plan item does this support?

Demonstrate the impact of MSC Programming in support of student success, engagement, and retention by helping the MSC reach their annual goal of 50,000 attendees outside of MSC OPAS and MSC Open House, and by analyzing AggieCinema.TAMU.edu audience evaluations on an annual basis through the ongoing relationship with Student Life Studies.

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

In the fall of 2020 Aggie Cinema worked with Student Life Studies to assess how AggieCinema.TAMU.edu was being used by Texas A&M students. Results of the SLS survey were positive, here are the highlights of the data:

- 1. Freshmen and sophomores are more likely to watch the site than juniors, seniors, and postgrad students**
- 2. First Generation students are more likely to watch the site than Non First Gen, or First Gen. Unknown students**
- 3. Hispanic/Latino students are more likely to watch the site than White students, Black or multi-racial with Black, and multi-racial excluding Black demographics.**
- 4. Black and multi-racial excluding Black are slightly more likely to watch than White students.**

5. When asked how often they watch content on the site, 78% of students said they use it 3 times per month or more:

- 21% of students who use the site use it "More than Once Per Week"
- 28% of students who use the site use it "Once Per Week"
- 29% of students who use the site use it "3 or More times Per Month"
- 11% of students who use the site use it "Once Per Month"

6. When asked if they watch the site with other students, 64% of students said they watch content on the site with other students:

- 17% of students who use the site "Always watch with others"
- 11% of students who use the site "Frequently watch with others"
- 36% of students who use the site "Occasionally watch with others"
- 20% of students who use the site "Hardly ever watch with others"
- 16% of students who use the site "Never watch with others"

7. When asked if they would consider cancelling other subscription streaming services like Netflix, Hulu, etc., an astonishing 34% said they either have already done so or will do it in the future.

- 14% of students who use the site said "Yes, I have already done so"
- 20% of students who use the site said "Yes, I probably will in the future"
- 56% of students who use the site said "Maybe"
- 11% of students who use the site said "No"

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

MSC Aggie Cinema used the majority of their MSC fund allocations (\$10,000) to support the site in its initial year (2020-2021) because AggieCinema.TAMU.edu was, in effect, a substitution for almost all of their in-person events during the height of the COVID pandemic.

In spring 2021, MSC Aggie Cinema wrote a 5 year development plan which includes tiered fundraising goals for the next 5 years to increase external support for the site. In year two, they reached their goal of raising \$5,000 in donations to support the site for FY22, reducing their MSC Allocation expense down to \$8,500 (from \$10,000 in the first year – costs went up to \$13,500 in the second year). The third year goal is to raise \$7,500 or more in donations which reduces their MSC Allocation expense to \$7,500 for FY 23 (cost increased to \$15,000).

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

Viewership data is available on demand. Aggie Cinema will conduct their annual Student Life Studies assessment survey in 2022.

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

Requesting donations from campus partners and former Aggie Cinema students year upon year is part of the development plan.

Total Estimated Cost

Funding Description	Amount
AggieCinema.TAMU.edu site renewal for August 2022 – July 31, 2023	\$15,000
<i>Less Self-Funding from Residential Life for FY 23</i>	\$ 3,000
TOTAL INCREASE REQUESTED	\$ 12,000