



Budget Request Form FY2012

Department should complete one form for each individual request

Department: University Art Galleries

Program, Service, or Operation Requested

Funding for marketing banners

SSFAB Use Only	
YES	NO

General Description:

UART is requesting recurring funds for the purchase of three 3' x 12' vinyl banners per year that will be used to market exhibitions and programs for the Stark Galleries. The banners (one per semester) will hang in the new 12th Man Hall outside the Stark entrance and will be visible from outside the MSC.

Request Type: Full Increase One-Time Partial/Matching

General Questions:

How does this increase impact students, and what motivated this request (needs, strategic planning, etc.)?

By FY12 the Stark Galleries will have been closed for 3 years. Most students enrolled at that time will be unaware that the university ever had art galleries. Re-establishing our presence on campus through increased marketing is one of our most important strategic initiatives.

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

Because of the uncertainty of future expenses related to the MSC Renovation, freeing up our reserves to pay for this recurring cost is unlikely. There is a possibility that future grant requests for specific exhibitions might help offset some of the cost but this is not guaranteed, nor recurring.

Generally, what assessment tools will you use to evaluate this program/service?

UART already has in place assessment tools to find out how students and other visitors are hearing about our programs. We will continue to do this after we move back in to the MSC to gauge the effectiveness of the banners.

Funding Description:

	Dollar Amount
Total Estimated Cost	\$1,500.00
<i>Less Estimated Partial/Matching Funds (if applicable)</i>	
TOTAL SSFAB INCREASE REQUEST	\$1,500.00

SSFAB Comments/Notes: