



Budget Request Form FY2013

Department should complete one form for each individual request

Department: Memorial Student Center

Program, Service, or Operation Requested

Gig 'Em Week Kickoff Concert

SSFAB Use Only	
YES	NO

General Description:

The Gig 'Em Week Kickoff Concert is put on in partnership with the Office of New Student Programs as an official part of Gig 'Em Week activities. The Gig 'Em Week concert helps to provide a safe alternative evening activity for the incoming and returning students.

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.)?

This is one of the first events of the year for all students. It will set the stage for entertainment for the rest of the year. This program also provides a different type of entertainment that Gig 'Em Week has not provided before. In the past Gig 'Em Week held a dance as one of their official activities. However, the popularity of the dance had decreased significantly in recent years. MSC Town Hall was approached by the Office of New Student Programs this summer to see if we would be interested in collaborating to produce a concert in place of the dance. MSC Town Hall was able to identify the financial resources to assist with the concert this year due to the underperformance of specific subcommittees last year. Most notably, the World Music subcommittee of MSC Town Hall had nearly \$5,000 remaining in its account, and those funds were allocated to the concert for this year. The World Music funds will not be available for this concert in the future because the subcommittee was eliminated last year during a consolidation process conducted by the MSC to address budget cuts. MSC Town Hall is seeking permanent funding for the Gig 'Em Week Kickoff Concert due to the success of the program this year. This year's concert had over 600 students in attendance despite having to change locations at the last minute due to rain. Both MSC Town Hall and Gig 'Em Week coordinators hope to provide the same event for students every year as part of Gig 'Em Week. The advisor to Gig 'Em Week stated her opinion about our departmental collaboration as follows, *"Working with MSC Town Hall to host the 1st Gig 'em Week Kick-off Concert was amazing. Our partnership was a perfect example of combining resource and utilizing the strengths within the Division of Student Affairs. Town Hall was able to utilize their skills working with the band and the sound company and I was able to utilize the skills of my office and take care of logistical aspects of this very large event. Working with Town Hall made this event possible. I am so excited at the prospect of continuing this partnership in the future."*

How do other sources of funding (fundraising, sponsorship, reserves, etc.) been considered? Please explain.
 Our department has identified \$3,000 from our internal resources to cover the professional fee for the band. The Office of New Student Programs has agreed to cover the costs for security, port-a-potties, band hospitality requirements per contract, and various event logistical elements. The overall marketing for the event will be included in all Gig 'Em Week advertising produced by the Office of New Student Programs. Corporate sponsorship for this event has been considered. However, relying on such sponsorship would not guarantee that the event could be produced every year.

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

Every program that is put on by an MSC committee must be approved by a programming council who decides if the student service fees are being used efficiently to benefit the entire campus. After a program is produced, all committees are required to complete an evaluation to assess the program's success in the following areas: forwarding the committee's mission, leadership development for students producing the program, audience composition and satisfaction, program goals and projected outcomes, effectiveness of marketing, operations, risk management, and financial success (which includes the amount of student service fees spent per student attending the program). Program evaluations are used by committees when planning programs for the following year, and the programming council utilizes the evaluation when reviewing the program.

Funding Description:

	Dollar Amount
Total Estimated Cost	\$9,000.00
MSC Internal Support (Professional Fees)	\$3,000.00
New Student Conference Support	\$1,500.00
<i>Less Estimated Partial/Matching Funds (if applicable)</i>	<i>\$4,500.00</i>
TOTAL SSFAB INCREASE REQUEST	\$4,500.00

SSFAB Comments/Notes:

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