



Student Affairs Fee Advisory Board

### Budget Request Form FY2017

Department should complete one form for each individual request

**Department:** Memorial Student Center

**Program, Service, or Operation Requested**

*Communications Coordinator*

SAFAB Use Only	
YES	NO

**General Description:**

*A new position (Communications Coordinator) is requested to assist the department with coordinating, developing, and implementing comprehensive communications programs to include marketing, media, and publications.*

**Request Type:**     Full     Increase     One-Time     Partial/Matching

**Type of Funds Requested**     UAF     Other

**General Questions:**

**Why is this important to your department? How does this increase impact students, and what motivated this request?**

*The MSC annually produces over 200 campus-wide programs, engaging 1400 student leaders in the opportunity to serve their fellow students and to participate in student-development activities. Marketing is essential to advertise MSC events, as well as to tell the "MSC Story". These efforts highlight the depth of student learning from attending programs and participating in the program selection, production and evaluation process.*

*The MSC Strategic Plan calls for a stronger push to communicate with our many constituencies, utilizing tools such as the new MSC website, social media outlets, digital signage, and targeted print advertising.*

*The MSC was unable to rehire our Communication Coordinator position when it was vacated. Although the MSC attempted to address some marketing needs, this strategy is not proving to be an adequate solution. The MSC Communications Coordinator not only handles overall department marketing needs, but also serves as a resource to the student committees in creating written marketing pieces as well as managing their social media and website tools. This position is essential to maintain the timeliness and professionalism of MSC marketing, as well as serving as a secondary teaching resource for our student committees.*

*A Communications Coordinator would be responsible for telling the “MSC story” and preparing comprehensive publications to support projects, which would result in enriched exposure for Texas A&M students participating in MSC programs.*

**Is it part of your strategic plan? What will be the impact if it is not funded?**

*The MSC Strategic Plan addresses the need to better Communicate Departmental Messages and is a response to recommendations made in the department’s latest Comprehensive Program Review (CPR). The strategic plan outlines the need for an improved, more useful and more user-friendly website as well as increasing the number of tools used to tell the “MSC Story”.*

*While the MSC has succeeded in publishing a new website in a more modern format and platform, many parts are still in development, as are the corresponding committee websites. This progress is slowed because of the lack of resources the MSC can currently expend in this area. Due to lack of resources, development of marketing campaigns for signature programs as well as social media presence suffers. Additionally, due to the current time constraints of MSC staff, the ability to write feature pieces on successful events, current student leaders, and successful Former Students is hampered.*

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

*The MSC business practice is to fund salaries through Student Fees (UAF). Fundraising, ticket revenue, sponsorships and reserves are allocated directly to student programming efforts.*

**What sort of input did you receive (student, faculty, staff, other) to determine this need?**

*MSC Leadership Team has consulted with departmental and division professional staff about distribution of work and current staffing levels.*

*Needs have also been discussed with the top MSC student leaders (President, Executive Vice Presidents of Programming, Business and Committee Development, and Diversity and Committee Development). These leaders agree that this position is needed to reach desired goals and better serve the students of Texas A&M University.*

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

*Internally, the MSC leadership has been prioritizing action plans and working toward efficiencies that both serve the students well and appropriately distribute workload among the professional staff and student workers. Combined work teams address strategic plan initiatives as well as handle the normal workload. While the MSC is still making progress, the lack of sufficient professional communications staff results in higher demands on the advisory staff. This results in less available resources for higher level tasks such as staff and student leader development, mission fulfillment, sustainability and long-term funding development.*

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

*In addition to standard employee performance evaluations, the department will use strategic plan objectives and marketing metric tools to evaluate the effectiveness of this position in serving the students of Texas A&M University.*

**Funding Description:**

		Dollar Amount
<b>Total Estimated Cost</b>		
Salary	\$51,000.00	
Benefits (30% of Salary)	\$15,300.00	
<i>Less Estimated Partial/Matching Funds (if applicable)</i>	\$18,400.00	
<b>TOTAL UAF INCREASE REQUEST</b>		<b>\$47,900.00</b>

SAFAB Comments/Notes: