



Budget Request Form FY2017

Department should complete one form for each individual request

Department: Memorial Student Center

Program, Service, or Operation Requested

Preeminent Programs Support

SAFAB Use Only	
YES	NO

General Description:

We are requesting \$140,000 to be allocated to support world-class program initiatives annually. This money will be distributed to the committees whose program proposals likely offer the greatest impact on the student experience, as well as the reputation of the Memorial Student Center, the Division of Student Affairs, and Texas A&M University. These programs will be expected, at a minimum, to reach a capacity crowd in Rudder Auditorium to include underrepresented populations. Students will be the primary audience and be provided with events with free/low-cost admission.

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 Memorial Student Center seeks to enhance the Aggie experience through the production of excellent, engaging programs. In the past year alone, programs featuring Kevin Hart, Phillip Phillips, and Laura Bush have demonstrated the remarkable impact that a large-scale event can have on the student experience. This request was motivated by the desire to produce at least two events of this scale on an annual basis. Those events were only made possible through funding from the MSC reserve account that will not be available in the future. With secure funding dedicated exclusively to producing such programs annually, students will be assured that, every year, a memorable experience will be available at Texas A&M. In addition, these resources would assist in enhancing cultural, service and community building programs (e.g. Party on the Plaza, Kyle Field Day, and Places on the Plaza).

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

Yes, this is part of the Memorial Student Center’s strategic plan. If not funded, the programming would suffer forced reductions because reserves are limited.

How do other sources of funding (fundraising, sponsorship, reserves, etc.) been considered? Please explain.
 One source of funding that could securely accommodate these events would be to access our diminishing reserves. Sponsorships and other fundraising efforts do exist but many sponsors want to support a specific genre or artist and new sources take years to develop and maintain. Another option is to charge higher ticket prices which many students are unable to pay.

What sort of input did you receive (student, faculty, staff, other) to determine this need?
 Our evaluations and surveys indicate that students have interest in prominent programming but have limited personal finances to purchase tickets. Our students love the environment of Texas A&M University, but one of the drawbacks of living in College Station is a lack of access to the type of world-class events that are more readily available in cities such as Austin and Houston. Undoubtedly, thousands of students would be positively engaged through world-renowned artist and speakers. Our committees seek to bring this caliber of programming whenever possible. This request will make those efforts possible with far greater frequency.

What actions have you implemented internally to address the identified need?
 Two years ago, we recognized that temporary salary savings had caused our reserve account to expand. Since that time, we have utilized that temporary source of funding to reach as many students as possible through competitive allocation of those resources. In that time, this mechanism has enabled the production of programs featuring Kevin Hart, Laura Bush, Phillip Phillips, Granger Smith, Whiskey Myers, and others. As a result of changes in University policy, salary savings will no longer be available. Furthermore, expanding a few existing programs that offer quality collaborative experiences is part of our larger strategic plan. We are now seeking permanent funding that will allow this type of programming to continue for the benefit of Texas A&M students and the university’s rapidly improving global reputation.

Generally, what assessment tools will you use to evaluate this program/service?
 Attendance and attendance demographics will be recorded, with particular attention paid to our ongoing efforts to reach underserved campus audiences. Additionally, qualitative assessment will be conducted through surveys to gain insight into the impact each program has on the individual student attendees and to determine the needs/wants for future programs. In addition to assessing overall impact of our programs, we believe it is valid and useful to compare our programming against other preeminent universities in terms of funding models and benefits for the students (e.g. Ohio State, University of Wisconsin - Madison).

Funding Description:

	Dollar Amount
Total Estimated Cost	\$140,000.00
<i>Less Estimated Partial/Matching Funds (if applicable)</i>	
TOTAL UAF INCREASE REQUEST	\$140,000.00

SAFAB Comments/Notes: