

SSFAB

STUDENT | SERVICE | FEE | ADVISORY | BOARD

Budget Request Form FY 2010

To be Completed by Department for Each Individual Request

Department: Study Abroad Programs

SSFAB Use Only	
YES	NO

Program, Service, or Operation Requested

Partial one time cost for high impact publicity posters (\$2,000) that are professional quality.

General Description:

This project will create a series of professional quality, highly visual posters designed to capture the interest and imagination of a wide range of students and help them to consider the value of including an international experience into their time at Texas A&M. The posters will address myths, the wide range of academic and non-academic types of opportunities, and highlight key university sites abroad.

Request Type:

Full Increase One Time Partial/Matching

General Questions:

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

Graduating seniors have indicated in three years of surveys that about 13% of them have little or no information about the many opportunities abroad. Another 30% doesn't see how it fits into their career/degree plans, and 40% don't believe they can afford it. These myths and the broad range of opportunities for students abroad beyond a traditional study experience are important to highlight in professionally made, high impact posters. This is a critical part of the strategic plan to increase student participation.

Have other sources of funding (fundraising, sponsorship, membership dues, etc) been considered? Please explain:

Yes. SAPO has submitted a proposal to the Office of the Provost for additional funding to increase publicity and provide outreach materials related to study abroad. In addition to these funds, SAPO has redesigned the PR job in the office, hiring individuals with more graphic skills to improve current PR pieces. And, SAPO has partnered with other offices (Marketing and the Associate Provost for Undergraduate Programs) to create simple, highly visual slides used at Freshman Convocation and an iTunes U series.

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

SAPO already collects data on the effectiveness of advertising and will continue to do so through student program evaluations conducted for all programs going abroad. The new database will make this data easier to collect as students register when going abroad.

Funding Description:

	Dollar Amount
Total Estimated Cost	\$14,500
<i>Less Estimated Partial/Matching Funds (if applicable)</i>	<i>\$12,500</i>
TOTAL SSFAB INCREASE REQUEST	\$2,000

SSFAB Comments/Notes:

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