

# SSFAB

STUDENT | SERVICE | FEE | ADVISORY | BOARD

## Budget Request Form FY 2010

To be Completed by Department for Each Individual Request

Department: Univ. Art Collections

SSFAB Use Only	
YES	NO

**Program, Service, or Operation Requested**

Upgrade to Marketing GANT

**General Description:**

This position will handle all the marketing efforts for UART and the Stark Galleries, including graphic design, writing of press releases, web design and maintenance.

**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.)?*

Based on the self-evaluation portion of the MAP Public Dimension assessment, UART recognizes that marketing is one of the key elements to the increased exposure of students, faculty, staff and community to the art collections at Texas A&M University. Having a student fill this role will enhance our ability to reach out to other students.

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

This position will be partially funding by the elimination of two existing student worker positions.

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

Visitor tracking data (both web and live) and exit surveys will be collected periodically to determine why they visit Stark and how they heard about the collections.

**Funding Description:**

	Dollar Amount
<b>Total Estimated Cost</b>	<b>\$15,000.00</b>
<i>Less Estimated Partial/Matching Funds (if applicable)</i>	<i>\$8,400.00</i>
<b>TOTAL SSFAB INCREASE REQUEST</b>	<b>\$6,600.00</b>

SSFAB Comments/Notes: