



Funding Request Form FY2025

Department should complete one form for each individual request

Department:

Career Center

Program, Service or Operation Requested:

Marketing / Branding Materials

General Description:

The Career Center's mission is to provide centralized career services support to all students across campus as well as former students. Additionally, the Career Center's stakeholders include employers, faculty, staff, and administration. It is vital that resources are committed to branding and marketing to raise awareness of the depth and breadth of our services. The need for an annual Career Center Impact Report is central to this effort. The Impact Report can be used to help stakeholders understand how the Career Center collaborates with entities across campus to deliver exceptional opportunities to students and connect with recruiting organizations

Marketing resources are also needed for the multiple Career Center satellite locations. Free-standing banners and a branded tent for outdoor events are essential to raise awareness for events and services. There is also a plan to repurpose digital screens to satellite locations to advertise recruiting events and professional development opportunities for students.

Request Type:

Full Increase One-Time Partial/Matching

Type of Funds Requested:

UAF Other

General Questions

How does this address an important need and/or positively impact students?

A key FY24 goal for the Career Center is to revitalize marketing and branding efforts to effectively convey our story and raise awareness. The creation of a Career Center Impact Report is central for engaging with students, faculty, staff, and recruiting organizations. Currently, there is no single document that comprehensively showcases the impact of Career Center services covering professional development, recruiting, and successful outcomes. Professional, engaging marketing collateral is a critical part of helping our stakeholders understand the value-add of our department.

Career Center banners, a branded tent, and deploying digital signage enable our staff to connect with students early, initiating discussions about how our services can support their academic journey at Texas A&M University. Early engagement with the Career Center optimizes students' time and helps them achieve their goals efficiently.

What department/Division strategic plan item does this support?

These marketing initiatives align with the Career Center's strategic objective to enhance student engagement, foster closer partnerships with faculty, and deepen our collaborations with companies and recruiting organizations.

Please provide data, evidence, and/or input (student faculty, staff, other) you gathered to help you determine the need for additional resources.

Through recent benchmarking efforts, I discovered that several peer and aspirational Career Centers at Texas A&M University have an annual report. Conversations with leaders at Clemson and Baylor revealed that this report is highly sought after and has yielded significant returns on investment. While the initial creation of the report incurs higher costs, it can subsequently serve as a reusable template with minimal ongoing expenses.

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

Internally, the Career Center benchmarked peer and aspirational institutions, revealing that many of them produce an annual report. Furthermore, at the July 2023 Recruiter Seminar, we informally surveyed attendees regarding the potential value of such a report within their organizations and its potential to support increased recruiting resources at Texas A&M. The response was overwhelmingly positive, with a resounding "Thumbs Up."

Banners, branded tent, and deploying digital signage will serve to inform students about the location of Career Center staff and provide details about current programming initiatives.

If funding is granted, what metrics will you use to evaluate success of this program/service/operation?

The success of the new marketing tools can be gauged by tracking the number of times the Career Center Impact Report is accessed through the website using Google Analytics, if enabled. We also anticipate receiving valuable anecdotal feedback from students, recruiters, faculty, and staff regarding the information's value. The overarching objective is to enhance Career Center awareness on campus and improve student opportunities.

Heightened awareness, student and recruiter engagement with the Career Center can be assessed through participation in events/programming and through annual surveys.

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

Funding for these projects could potentially be sourced from Career Center Partner companies if necessary.

Total Estimated Cost

Funding Description	Amount
Banners and branded tent	2,000
Impact Report	3,000
<i>Less Estimated Partial/Matching Funds (if Applicable)</i>	
TOTAL INCREASE REQUESTED	5,000