



Student Affairs Fee Advisory Board

DIVISION OF STUDENT AFFAIRS

Funding Request Form FY2027

Department should complete one form for each individual request

Department:

Marketing & Communications

Program, Service or Operation Requested:

Communications Specialist II

General Description:

To complete the team of MarComm employees who provide services for Student Activities, MSC Programs, and Multicultural Services, this employee will be focused on providing content for social media via writing, photography, and videography. This position was vacant and funding not returned to the division when MarComm was decentralized and returned to Student Affairs in April 2024. Last year, this request was recommended by SAFAB and the division, but not funded in the final budget for FY2026.

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?

Currently, DSA MarComm has 17 funded positions across the division, which support all 12 departments and the Office of the Vice-President for Student Affairs. Prior to the university-wide decentralization of MarComm in April 2024, DSA MarComm had 18 positions. Only 16 of the 18 positions were funded when the department was returned to the division. The division was able to provide funding for the department to keep the 17th position and avoid a reduction in force, leaving us without funding for the 18th position.

What department/Division strategic plan item does this support?

The obvious answer here is this position will support the "Telling our Story" priority. However, the work done in the Marketing & Communications office is instrumental in supporting all the division's priorities. Our work brings to light all the work being done within the division and helps inform students and staff of the programs and resources available. In addition, we are instrumental in providing materials to help donors understand how their gifts to the division are impactful for the student body of Texas A&M.

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

DSA MarComm provides marketing and communications services for all 12 of the division's departments, to include social media, graphic design, photography, videography, story writing, media relations, email campaigns, digital signage, and website services. The DSA MarComm staff has been taking on additional duties to help fill the gap created by this now-unfunded position.

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

DSA MarComm has been restructured so there are several teams working together to provide the entire array of services to specific departments. This has allowed us to be more efficient in coordinating the work that needs to be done across the division. The team that currently serves Student Activities, MSC Programs and Multicultural Services, currently does not have an employee dedicated to social media, photography, and videography, causing those projects to be added to the already robust workload of other employees.

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

Since this employee would be in the three departments which have the most student engagement opportunities, we would hope to see increased student involvement, as well as increased engagement and awareness of resources available to students. The top priority in the DSA MarComm department is marketing the division's 12 departments to students and communicating the vast number of resources available to students through the division. In addition, since this position will be largely responsible for departmental social media accounts, we would use social media metrics to measure success for this employee.

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

As a relatively new department within the Division of Student Affairs, there are limited reserves in DSA MarComm budget.

Total Estimated Cost

| Funding Description | Amount |
|--|---------------|
| Communications Specialist II (salary, benefits, professional development, equipment) | \$87,000 |
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| <i>Less Estimated Partial/Matching Funds (if Applicable)</i> | |
| TOTAL INCREASE REQUESTED | |