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Student Affairs Fee Advisory Board

DIVISION OF STUDENT AFFAIRS

Funding Request Form FY2027

Department should complete one form for each individual request

Department:

MSC Programs

Program, Service or Operation Requested:

Engagement Initiative Enhancements

General Description:

MSC Programs engages students in purposefully designed campus programs and service opportunities that prepare them to be global leaders. As a programming entity, our department embraces its role in helping to create the #1 student experience, we want to address ways in which we can “improve opportunities and remove the barriers that will allow each student, when they leave Texas A&M, to look back fondly on their time on campus.” By enhancing our engagement initiatives, we hope to improve students’ opportunities for connectivity and access, particularly related to our Club Crawl event.

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?

The inaugural Club Crawl event, formerly MSC Open House, was held on August 31, 2025, and is one of the first and one of the largest events on campus each fall (and spring), with over 20K students annually attending the combined events. However, in order to align the experience with expectations outlined in the Student Experience Survey, adjustments had to be made in order to increase engagement while also decreasing barriers that overwhelming events like MSC Open House have traditionally created.

What department/Division strategic plan item does this support?

Department: Program with Excellence – Programming with excellence includes supporting and producing purposefully designed, high impact-high visibility events and activities that are mission-driven and mission-aligned.

Embrace Innovation – Embracing innovation includes our ability to identify and utilize new methods to fulfill our mission, adopting a “cutting edge” approach to new technologies, and seeking innovation in program content and program delivery.

DSA: Inclusive and Caring Communities - Provide relevant opportunities for students to engage with staff, faculty, and each other that promotes a sense of belonging. Ensure DSA programs, services, and facilities are welcoming and accessible for all.

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

In Spring 2024, it was recommended that we work to “reimagine” our high-visibility first-year experiences to better capture engagement in the first year, but in order to do that, additional funding would be needed. Enhancements made to MSC Open House, now Club Crawl, increased significantly with regard to increased logistics and staffing (UCEN, EMS, etc.) needed to support the event. This included enhanced advertising and promotions for the event, the rising costs of venue rentals (moving from three to five), and event enhancements like food trucks, giveaways, signage, etc. However, Club Crawl tables sold out by the initial registration deadline, marking the first time that the registration deadline did not have to be extended. More than 50 organizations reached out about table availability after the deadline, indicating there is still a demand for more space at the event. That said, the only way to include more tables would be to secure a sixth and/or seventh facility.

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

MSC Open House was fully transformed into Club Crawl: The Official Involvement Festival at Texas A&M. The event expanded to five venues, with all organization tables indoors (minus a few organizations with large items). Enhancements included live music and performances, merchandise giveaways, student leader badges and participant wristbands, a live radio broadcast, free food truck items for participants, and an itinerary builder in Get Involved to assist participants with mapping out their “route” at the event. We also opened Rudder Exhibit Hall an hour early to accommodate the high demand of the Freshman Leadership Organization tables, and we designated organizations as “freshmen friendly” for those that accepted freshmen members.

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

Over 9000 participant wristbands were distributed at the fall event, and over 2200 UINs were collected. Using this information, we will continue to assess our programs to determine whether improvements are moving the needle forward with regard to engagement, connection, and a sense of belonging.

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

Revenue from the fall and spring Club Crawls cover the operating costs of each of these programs, in addition to the marketing budget for MSC Programs. The department covered several items out of reserves, particularly food truck catering costs and new marketing assets, and we also applied for one-time funding through the DSA Engagement Initiatives fund.

Total Estimated Cost

Funding Description	Amount
Club Crawl (fall)	\$50,000
Club Crawl (spring)	\$10,000
<i>Less Estimated Partial/Matching Funds (if Applicable)</i>	(\$35,000)
<i>TOTAL INCREASE REQUESTED</i>	\$25,000