



Budget Request Form FY2018

Department should complete one form for each individual request

Department: Office of the Vice President for Student Affairs

Program, Service, or Operation Requested

Video Coordinator – staff position salary

SAFAB Use Only	
YES	NO

General Description:

Marketing & Communications for the Division of Student Affairs is seeking to add a full-time Video Coordinator position to our team. The Video Coordinator will coordinate and develop Division videos to support communications projects including but not limited to: Division promotion campaigns, student highlights and feature articles. The coordinator will serve as project lead for strategic promotional video production, and maintain video digital assets and video equipment.

Request Type: Full Increase One-Time Partial/Matching

Type of Funds Requested UAF Other

General Questions:

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

The Division of Student Affairs primary means of communications about our services, resources and our related student success is through electronic channels. Currently our messages consist of text, photography and limited graphics. The addition of full-time video coordinator will allow Division Marketing & Communications to fully capture and dynamically present the unique story of the Division and impacts made by the students of Texas A&M University.

What department/Division Strategic Plan item does this support?

What is the impact if not funded?

Goal 5 of the Division Strategic Plan is that the Division will strategically leverage resources and develop new strategies to ensure our future effectiveness and sustainability. Currently, the skill set to produce professional video does not exist within the Division of Student Affairs. By funding this position for the Division’s centralized marketing and communications office, the entire Division will have access to an unavailable resource.

Should the position not be funded, the Division and its members will remain antiquated in its ability to communicate using modern media. The important and differentiating message of the Division and the Texas A&M student body will not have the compelling message and the reach achieved by video communications compared student affairs organizations at other universities.

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

The Division currently does not produce or communicate via video. Given our current lack of equipment and staff skill-set, we have attempted to fill the gap by using 360-degree photography technology. Our first communication using this method reached 17,000 viewers. This limited use of even slightly more dynamic media has proven the potential effectiveness of “video” used in messaging.

Furthermore, a number of peer institution’s student affairs offices currently have full production teams on staff to full-fill this need.

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

Division of Student Affairs Marketing & Communications has budgeted to purchase video capable equipment and currently plans to utilize available online tutorials/training for our current staff so that we will have at least minimal capability to capture video for communications

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

The video produced by the Video Coordinator will be placed in a number of electronic/online channels. Metrics including reach, views, shares, downloads and time spent on page will be measured and accessed. Additionally, specific to the information that is communicated in each video produced, Division Marketing & Communications will work to measure the conversion rate/action taken relative to the message.

How have other sources of funding (fundraising, sponsorship, reserves, etc.) been considered?

Please explain.

Marketing & Communications for the Division of Student Affairs does not currently have access to additional funds for the expansion of our staff.

Funding Description:

	Dollar Amount
Total Estimated Cost	\$57,250.00
Video Coordinator	
(salary and benefits)	
<i>Less Estimated Partial/Matching Funds (if applicable)</i>	
TOTAL INCREASE REQUESTED	\$57,250.00

SAFAB Comments/Notes: