



## Budget Request Form FY2018

*Department should complete one form for each individual request*

**Department:** Multicultural Services

SAFAB Use Only	
YES	NO

**Program, Service, or Operation Requested**

*Communications Specialist*

### General Description:

This request for funding supports a Communications Specialist position. Currently the department does not have a Communications Specialist to serve as the department marketing and branding manager. This position was formerly a critical part of staff to 1) develop marketing strategies and materials for programs, services and student involvement, 2) identify mechanisms for promoting department programs and services, 3) cutting-edge strategies, advanced marketing technology, 4) ensure compliance with university requirements, and 5) collect and edit data to publish and present department functions, programs and services to university constituents.

**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 department benefited from an MBA level Communications Specialist from 2007-2011, whose work has been a critical factor in our current visibility and presence across campus. In feedback from a Comprehensive Program Review in 2009, where an external review team conducted an evaluation of the department, DMS was noted as doing an outstanding job in terms of branding and marketing of its programs and services across such a large campus. It was also noted as beneficial for the department to not only continue this level of marketing, but also expand our communication initiatives to include external stakeholders, including former students, due to the impact and success of our marketing campaign. We witnessed an increase in student traffic (underrepresented ad majority students), outreach from staff and faculty and access to new arenas because of how well the Communications Specialist told the DMS story.

***What department/Division Strategic Plan item does this support?***

***What is the impact if not funded?***

This request would support efforts across the Department's strategic action plan, Division of Student Affairs Strategic Plan, and Climate needs of the Diversity Plan. By returning to having a dedicated professional staff member to identify mechanisms for promoting department programs and services to students, other campus constituents and former student populations, as well as work with students and staff to assure effective communication strategies, we could meet previous recommendations and return to former high-quality levels of campus-wide communications.

Not having this position return in a full-time, professional capacity, will undermine the department's previous success in supporting the university and division's vision and direction in outreach to students and impact collaborative partnerships in the interest of students.

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

Not only have department evaluations revealed the need to tell the department's story far and wide across campus, it has been recommended that DMS needs to continue clearly articulating and defining its mission and goals to constituents through multiple mediums for exposure. This exposure was deemed to not only drive student traffic and service, but also collaboration with academic units around multiculturalism, diversity, and social justice issues.

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

DMS has utilized a graduate student for the past two years to meet communications needs. While having a graduate student allowed for slightly more expertise, not having a professional staff member dedicated to the role full-time has been a great detriment and caused staff to dedicate valuable time to marketing and promotion efforts. We have used graduate students to update publications, design web pages, and order promotional items. However their skillsets have been limited in marketing talent, cutting-edge strategies, advanced marketing technology, strategic marketing, and student group education and development concerning communications.

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

This expense is not program or service related, however plans are in place to monitor staff time dedicated to marketing and promotion, review driving forces for engagement with the department by polling students, and measure increases in access of the department through our website and social media presence.

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

***Please explain.***

The request is for matching funding based on reorganization of current staff. Previously DMS developed a plan to meet this need by collaborating with the Department of Student Activities. A proposal for a shared Communications position was submitted in 2014, but not approved.

**Funding Description:**

			Dollar Amount
<b>Total Estimated Cost</b>			<b>\$52,000.00</b>
<i>Less Estimated Partial/Matching Funds (if applicable)</i>			<b>\$26,000.00</b>
<b>TOTAL INCREASE REQUESTED</b>			<b>\$ 26,000.00</b>

*SAFAB Comments/Notes:*