



Budget Request Form FY2018

Department should complete one form for each individual request

Department: Office for the Vice President For Student Affairs

Program, Service, or Operation Requested

Funding for 3 Division of Student Affairs Marketing & Communications student worker positions.

SAFAB Use Only	
YES	NO

General Description:

Marketing & Communications for the Division of Student Affairs is seeking to fund annually 3 student workers for the office. Specifically, we are seeking to add students to assist with graphic design, writing/social media and video production.

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?

Currently, three full-time staff members oversee and execute centralized marketing and communications functions for the Division. As the Division works to expand MarComm efforts, the area has and continues to experience an exponentially increasing demand for our services. To meet current and future demands, DSA MarComm needs additional staff. Funding of three student employee positions will assist DSA MarComm in meeting our staffing needs, while providing students the opportunity to gain invaluable skills in a professional marketing and communications setting.

What department/Division Strategic Plan item does this support?

What is the impact if not funded?

Funding of these 3 student positions supports Division Strategic Plan Goal 6. - Invest in Division staff and enhance the Division’s influence in the profession. The Division staff serve as the foundation of our work with students. The staff in the Division are committed professionals who seek to support and enhance the learning and development of all Texas A&M students. Collectively and individually, they are well known for their knowledge and expertise across campus and in the student affairs profession. As our greatest resource, we invest in the people who work in the Division by providing support and opportunities for personal and

professional growth.

Should these student positions not be funded, DSA MarComm will not be able to meet the marketing and communication demands of the Division. Furthermore, students will not have the opportunity to contribute to the marketing of the student-centric Division or receive hands on training from Division staff in the areas of graphic design, writing/social media and video production.

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

- 1) DSA Marketing & Communications is not able to provide the full amount of resources needed by the Division given our project load versus available staff.
- 2) In current state, DSA MarComm staff is full-filling project requirements often completed by offices 2-3 times greater in size. As an example, DSA MarComm operates with only 3 full-time staff, where as Mays Business School operates with 6 full-time staff plus student employees.

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

Given our limited staff, we are redeveloping our project management intake and management process to increase efficiency.

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

DSA MarComm will track and assess the quantity and quality of projects received accepted and completed by staff using our project management process and client conversations.

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

Please explain.

Currently other funding sources for these positions would have to come from the DSA Marketing & Communications limited operational budget. From our budget, we would only be able to fund one position for a limited period.

Funding Description:

	Dollar Amount
Total Estimated Cost	\$21,600.00
Student Positions	
(3 @ \$7200)	
<i>Less Estimated Partial/Matching Funds (if applicable)</i>	
TOTAL INCREASE REQUESTED	\$21,600.00

SAFAB Comments/Notes: