



## 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**

*Division informational and marketing publications*

SAFAB Use Only	
YES	NO

**General Description:**

*Requested funds will be used to produce a range of publications that will generate awareness and educate audiences, primarily students, of the student-centric programs and services provided by the Division of Student Affairs.*

**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 has 17 distinct departments, each with offices, programs and services that uniquely support the individual needs of every student on campus. The Division provides resources for student emotional, mental and physical wellbeing, assistance for individuals with disabilities, opportunities for students to serve or lead in an organization, support for veterans transitioning to student life, avenues to engage in music or art on campus, and channels to identify and connect with other students of diverse cultural and ethnic backgrounds, spiritual beliefs or sexual orientation.

Through the Division, students are able receive the resources and support necessary to achieve success as a member of the Texas A&M student body. However, without promotion of the Division’s programs and services, students are not educated as to what resources are available to serve their needs.

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

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

*This item supports the overall mission of the Division of Student Affairs, but more so directly communicates the Division's commitment to Wellbeing, Discovery, and Diversity and Inclusion for all students of Texas A&M University.*

*If not funded, students will continue to remain unaware of the programs, services and resources available to support their individual needs, diminishing their ability to achieve greater success while earning their degree.*

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

With regularity, when asked what the Division of Student Affairs does, students, faculty, staff and families alike, communicate that they are unaware of the mission of the Division and are unable to identify services the Division makes available to students. The most common response is that the Division of Student Affairs is where students can join an organization.

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

*Through presentations at new student conferences, social media, email communications and online editorials, Division is actively communicating our programs and success stories to the student body and beyond.*

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

As the Division progresses with its marketing and communication efforts, assessment through a range of campus surveys, focus groups, and interviews with key leadership and stakeholders, will be necessary to access the success of all Division awareness and educational publications.

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

***Please explain.***

Yes, limited office reserves have been earmarked to potentially support this need and fill this priority gap for FY17 only.

**Funding Description:**

	Dollar Amount
<b>Total Estimated Cost</b>	<b>\$15,000.00</b>
Publications	
<i>Less Estimated Partial/Matching Funds (if applicable)</i>	
<b>TOTAL INCREASE REQUESTED</b>	<b>\$15,000.00</b>

SAFAB Comments/Notes: