



Budget Request Form FY2018

Department should complete one form for each individual request

Department: Student Counseling Service

Program, Service, or Operation Requested

Marketing Coordinator

SAFAB Use Only	
YES	NO

General Description:

TAMU students are very savvy in the realm of social media; some SCS staff are also savvy, but just don't have time to keep the SCS social media effort current after seeing students all day. This translates into a need on our part to update students about current offerings, timely tips, and new information in the manner that students are now accessing and receiving information. The person in this position would ensure that students receive timely information regarding SCS services as well as maintain our SCS website to promote use of SCS and other mental health resources.

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?

Students need timely information that they currently are receiving in a hit-or-miss manner. This would ensure that all students received appropriate information when they need it, not just when we have time to share it.

What department/Division Strategic Plan item does this support? Goal #2 and Goal #4.

What is the impact if not funded?

If this request is not funded, the SCS social media person will continue to try to update information as she can. This means that occasionally, the information may not be current nor relevant.

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

Students have requested repeatedly that more information regarding SCS services as well as how to access those services be available through social media—that is where they now look for information.

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

We have tried to do this ourselves and I have one staff member who is coordinator for social media services; however, she is also a full-time counselor with counseling responsibilities.

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

We will assess the use of social media information through publications about the SCS and through direct questions to the students who use social media for important information.

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

Please explain.

No other funding has been considered.

Funding Description:

	Dollar Amount
Total Estimated Cost	
Salary	\$50,000
Benefits	\$15,026
<i>Less Estimated Partial/Matching Funds (if applicable)</i>	
TOTAL INCREASE REQUESTED	\$65,026.00

SAFAB Comments/Notes: