



Budget Request Form FY2018

Department should complete one form for each individual request

Department: University Art Galleries

Program, Service, or Operation Requested

Student Marketing Intern Position

SAFAB Use Only	
YES	NO

General Description:

This 15 hour/week position will be dedicated to social media marketing for the galleries.

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?

In Spring of 2016, UART worked with Dr. Janet Parish’s Marketing 321 class to have students teams do a marketing analysis of our department and to develop marketing strategies and implementation plans. All three teams determined that increasing our social media presence was critical to better reaching our student audience.

What department/Division Strategic Plan item does this support?

What is the impact if not funded?

This initiative will support Goal 1 of the DSA Strategic Plan- “Enrich the learning experience of students by cultivating an environment of intellectual curiosity” as well as Goal 4 of the UART Strategic Plan- “Increase name recognition of the Galleries- Brand ourselves in social media as accessible, active, knowledgeable- Dedicate staff time to increase social media engagement. If not funded, we will do the best we can with existing staff resources to remain active in social media.

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

In addition to the MKTG 321 class, we have held two student focus groups as part of our 2015/2016 Museum Assessment Program peer review of our Community Engagement efforts. Student responses from the focus groups have helped us to identify particular social media platforms we should concentrate on as well as the type of content they would most like to receive.

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

Right now full time staff post on social media only to advertise special events because of other job responsibilities. We do not have the staff resources to maintain a more frequent schedule of posting across multiple platforms.

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

Using baseline data from FY2017, we will measure increases in likes, posts, re-tweets, etc. to measure effectiveness. Additionally, we will be asking participants at future events how they heard about the event.

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

Please explain.

We have tried to get “free” student interns through the Museum Studies program but most are not interested in marketing and prefer collections or curatorial work. Additionally, both the George Bush Library and the Arts Council of Brazos Valley pay their marketing interns so in order to compete for quality student employees we will need to pay the intern.

Funding Description:

	Dollar Amount
Total Estimated Cost	\$6,500.00
<i>Less Estimated Partial/Matching Funds (if applicable)</i>	
TOTAL INCREASE REQUESTED	\$6,500.00

SAFAB Comments/Notes: