



## Budget Request Form FY2018

Department should complete one form for each individual request

**Department:** Memorial Student Center

**Program, Service, or Operation Requested**

MSC CAMAC

SAFAB Use Only	
YES	NO

**General Description:**

MSC CAMAC is seeking funding for a major speaker/performer for their 2017-2018 programming year. Every year, MSC CAMAC averages 10 programs, catering to small and medium-sized audiences. Next year, CAMAC hopes to bring someone who will attract a large audience and have a lasting impact on the campus community. Examples under consideration include Gabriel Iglesias (a.k.a. Fluffy), (comedian), Gina Rodriguez (actor) or producer Eva Longoria (producer). Funding will help alleviate the financial burden required of MSC CAMAC to host a high-profile guest.

**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?**

Texas A&M is only two points shy of being designated as a Hispanic Serving Institution (HSI) with 22% of its student body identifying as Hispanic/Latino. In addition, the national and TAMU growth trends indicate ever increasing needs for programing focused toward the Hispanic/Latino student population. Every year, MSC CAMAC is home to about 120 Latino students who host a variety programs that attract an average of 2,000 students to their programs. The MSC provides programing support and space so students can learn, understand, and engage in dialogue about the Latino community and culture. These programs introduce and remind students about the values and traditions present in the Latino community, but only a few spark a facilitated conversation about issues affecting the Latino community and how their engagement can influence positive change.

*A program of the magnitude supported by this request could address social issues affecting the community and would engage students in a conversation about how they can work together to become a positively impactful generation. Rarely does Texas A&M bring mainstage speakers/performers who focus on Latina/o issues as it relates to college students and their contributions to society. Students, Latina/o students specifically, need to see themselves as part of the university fabric, and the programming provided by CAMAC seeks to meet this need.*

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

*This program will support the Division's goal to create an inclusive environment that develops global citizens and leaders who productively engage in a wide spectrum of ideas, perspectives, and cultures.*

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

*The program will more than likely not happen. For years, MSC CAMAC has studied availability and pricing for guests such as mentioned above, but because of lack of funding, the program has never been able to come to fruition.*

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

*For the past three years, MSC CAMAC has approached Eva Longoria about coming to TAMU, but due to timing issues and financial limitations, our efforts have been unsuccessful. Last year, we also contacted Fluffy, but his quoted cost of \$75,000 was well beyond our budget.*

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

*MSC CAMAC continues to bring scholars to campus who share their research and engage students in learning conversations, however the attendance usually does not surpass 100 students. Because MSC CAMAC's unique programming attracts primarily Latina/o students, for some, these programs are the only place they are able to engage in conversation about their identity and experiences.*

*Internally, CAMAC continues to increase in membership. In fall 2014, MSC CAMAC realized an increase to their membership of 67.2% and in fall 2015, they saw an increase of 58.93%. This increase has resulted in the opportunity to transform current CAMAC programs and increase our audience numbers, which in turn has allowed us to share the conversations sparked by our programs.*

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

*A general assessment will be developed with the assistance of the Department of Student Life Studies. The tool will measure, at a minimum, the level of engagement, level of understanding, and level of empowerment realized from this program.*

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

**Please explain.**

The standard MSC Allocation that is provided for Hispanic Heritage Month and/or the Spring Education program will supplement the costs of this program. Academic colleges will be sought out for support, as well as university grants. Every year, the CAMAC leadership seeks out funding for their programs, however the funding they receive is not enough for programs like the one being proposed here.

**Funding Description:**

	Dollar Amount
<b>Total Estimated Cost</b>	<b>\$84,550.00</b>
<i>Less Ticket Revenue</i>	<i>-\$17,500.00</i>
<i>Less Estimated Partial/Matching Funds (if applicable)</i>	<i>-\$10,800.00</i>
<b>TOTAL INCREASE REQUESTED</b>	<b>\$56,250.00</b>

SAFAB Comments/Notes: