



Budget Request Form FY2019

Department should complete one form for each individual request

Department: Student Activities

Program, Service, or Operation Requested

Creative Manager Position

SAFAB Use Only	
YES	NO

General Description:

The Creative Manager will be responsible for the coordination of communication-based and interactive components of the department including the design and delivery of training resources, management of social media platforms and the department website, as well as the creation and use of new content mediums such as podcasts, videography, etc. This position will be responsible for the department’s brand management and strategic initiatives related to “telling our story,” and will supervise full-time and graduate staff who support this area.

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 department interacts with 250,000 users each year via our website, StuAct Online/MaroonLink, and our social media platforms. Likewise, up to 7,000 of these users (students and advisors) are required to complete online training through these systems each year. *As students’ expectations and use of technology increases, the relevance of our current technology platforms and resources decreases.* As a department that is student-centered and houses a large number of touchpoints and processes for student leaders, student organizations, and faculty/staff, it is imperative that we are able to stay abreast of current technological trends, standards, and platforms so that we continue to stay relevant for, and meet the needs and expectations of, our current student population.

What department/Division Strategic Plan item does this support? What is the impact if not funded?

Department - Strategic Priorities:

- Leverage technology to create efficiencies and improve customer service.
- Strengthen the Student Activities brand recognition and perception through a variety of means including, but not limited to, our website and social media.
- Assess the organizational structure of the department to insure that we are maintaining organizational effectiveness.
- Continue to develop new and innovative programs and services that are current and relevant to our students.

Division – Ensure Future Effectiveness:

- Design an effective and evolving staffing structure to meet the needs of the Division and departments, thus maximizing departmental impact and efficiency.
- Create an annual process to identify anticipated technological solutions in order to prioritize technological resources that provide a differentiating position and add business value.
- Establish and strengthen the brand recognition and perception of the Division and Departments.

The impact of this position not being funded creates reputational risks for the department, as well as IT security risks given our outdated technology and training platforms that have been documented through a number of recent DoIT service requests. A large

percentage of this position will assist our functional units with the technical and design support needed to develop and update the required training modules and resources administered by the department (i.e. StuAct Online, SOFC, etc.) as well as showcase the department through avenues that allow us to “share our story” of involvement and leadership at Texas A&M.

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

Based on a high volume of recent DoIT service requests, it has been determined that 15 of the 16 StuAct Online training modules have been built on a platform that is no longer supported by most web browsers. DoIT was able to find short-term solutions for 14 of these modules, leaving one module with no technical solution. The recommended long-term solution included using a sustainable SCORM application, currently not an expertise that is possessed by department staff members. Additionally, this situation is not considered a one-time dilemma, given that students expect and demand the use of new platforms that are regularly emerging.

Our user statistics are pulled from various platforms and analytic tools such as Google Analytics, StuAct Online Statistics, social media engagement, training trackers, etc.

Current number of social media followers (Twitter, FB, Instagram): 11,114 combined

Number of student leaders, officers, and advisors currently active in StuAct Online: 7,258

Monthly user rate for website: average 20,000 users/month

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

Currently, these needs are not being met, or are being met to a minimal degree through the distribution of responsibilities to various staff.

- Associate Director – 25% of position is geared toward marketing and communication responsibilities including social media management and basic website updates
- SOFC Training Specialist – 20% of position is geared toward using technology to create, update, and deliver trainings for SOFC users
- Student Assistant – 100% (8 hours/week) of position is geared toward static graphic design
- Instructional technology design and implementation – not currently met
- Videography/Podcasts/Live Feeds – not currently met
- Exploration of new mediums for engagement and training – not currently met

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

Fortunately, we are able to track user engagement on all of our platforms. With current statistics serving as a benchmark, we will be able to gauge whether our engagement increases, decreases, or stays the same. User feedback will also be utilized to create new services and resources, measure satisfaction with existing and new services and resources, and make adjustments as new services and resources are implemented.

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

No other funding sources for this position are currently available. We have been able to creatively utilize existing positions to develop an infrastructure that will allow for appropriate support and supervision of this type of position should it be funded.

Funding Description:

	Dollar Amount
Total Estimated Cost	\$75,998.00
Creative Manager	\$57,075.00
Benefits (30%)	\$17,123.00
Professional Development	\$1,800.00
<i>Less Estimated Partial/Matching Funds (if applicable)</i>	
TOTAL INCREASE REQUESTED	\$75,998.00

SAFAB Comments/Notes: