



Budget Request Form FY2019

Department should complete one form for each individual request

Department: VPSA Marketing & Communications

Program, Service, or Operation Requested

Multimedia Production Coordinator

SAFAB Use Only	
YES	NO

General Description:

The Marketing and Communications office for the Division of Student Affairs is seeking to grow its professional team with the addition of a full-time Multimedia Production Coordinator who would collaborate with our student leaders to conceptualize, plan, coordinate, implement, and disseminate promotional campaigns across digital platforms.

These specialized campaigns would highlight the personal stories, experiences, and successes of Texas A&M students obtained through the services and activities offered through the Division of Student Affairs. Such an endeavor would work to preserve and share Texas A&M's stories to build connections between Aggies and create a more inclusive campus environment.

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?

Were it not for the unique leadership and character-building experiences available to students, it is safe to say that Texas A&M would be much like any other university in the United States. However, the array of student activities and traditions, built on our Aggie Core Values, makes us different.

In the Division of Student Affairs, our target audience is undergraduate and graduate students who use social media as a preferred communication tool. They expect social media messages to incorporate a variety of appealing multimedia assets including photos, video, infographics, animation, and links to dynamic websites. The division's existing messages to students incorporate text, still images, and limited graphics, with occasional infographics and video. The addition of this specialized skill set would allow our marketing team to create engaging, organic digital content, providing a creative outlet for students to share their Aggie stories with prospective students, fellow students, faculty, staff, former students and potential donors. Such digital campaigns could also communicate the stories of faculty, staff, and former students.

It would address the need of our division to communicate the value of a Texas A&M education, and how it is unique among institutions of higher education. It would also allow for powerful, relevant digital campaigns that highlight our strategic commitments of responsibility, wellbeing, discovery, diversity, and inclusion.

This would positively affect our students by giving them digital outlets through which they can tell their own stories of transformation, in their own voices, all under the coordination of a professional within our division who can ensure proper branding, quality, and integrity. "My Aggie Story," an audio/video project modeled somewhat on Story Corps (storycorps.org), would be the flagship campaign of this endeavor.

What department/Division Strategic Plan item does this support?

Goal No. 5 of our strategic plan calls for strategically leveraging resources and developing new strategies to ensure our future effectiveness and sustainability. Under our existing funding model and project expectations, the ability to produce, manage, and implement such specialized digital campaigns at a high level of quality, professionalism, and timeliness, does not exist within our marketing and communications team. Funding this new position for the Division of Student Affairs within its central marketing office would give the entire division and its 17 departments access to a resource that is not available at this time.

This item would also support **Strategic Goals 1, 2, and 3** of our strategic plan. These digital campaigns would: 1) enrich the learning experience of students by giving them an outlet through which they may tell their stories and learn from the experiences of others. 2) Contribute to their success by giving them the experience of creating their own stories through visual media, and by learning from others. 3) Help to create an inclusive environment that develops global citizens and leaders who productively engage in a wide spectrum of ideas, perspectives, and cultures. We would contribute to this goal through an intentional process of content solicitation that targets a wide range of students, and we would disseminate our campaigns as widely as possible using various Texas A&M media channels.

What is the impact if not funded? Should the position not be funded, our existing staff will continue working diligently toward telling the best stories of our division and the students it serves using the time, talent and resources available to us. We believe, however, this is a unique time and opportunity to bring in a coordinator with digital media expertise who can focus on this type of engaging, inspirational content under the leadership of our marketing director and in close collaboration with our communication specialist and graphic designer.

Please provide any data, evidence, input (student faculty, staff, other) you gathered to help you determine the need for additional resources. The central marketing office in the Division of Student Affairs handles a variety of marketing and communications projects for the vice president's office and many of our 17

departments. These projects include everything from printed brochures to website, to social media posts, signs, press releases, presentation, and more. While members of our marketing staff are familiar with digital technology, we have yet to reach our potential in the areas of audio (podcasting), video, animation, and other methods that have proven student-engagement results. A number of our peer institution's student affairs offices staff full production teams to fulfill this need. While student interns are helping us move in the right direction, and we are making strides, a professional position of this sort would move us forward quickly, bringing us in line with the needs and preferences of our student audience.

What actions have you implemented internally to address the identified need? During the past few years, the marketing and communication office for the Division of Student Affairs has grown to three full-time employees and two student interns. We have plans to hire a student photographer this fall. This growth in our professional staff is moving us toward a more organized, deliberate strategy, coordination with our 17 departments, and project management system. We have also invested in a Canon DSLR camera that takes great video; however, we have yet to purchase proper audio and lighting equipment. This camera does allow us to shoot great still and 360-degree images, as well as short outdoor videos. Our staff will continue to hone its digital media skills through professional development. A multimedia production coordinator would bring an additional, focused skill set to our team.

Generally, what assessment tools will you use to evaluate this program/service? Digital marketing can be measured easily through social media analytics found on Facebook, Twitter, and Instagram, as well as through Google Analytics, which are associated with our website, where we would drive traffic. We would want to measure engagement through comments, feedback, reach, page and post views, shares, downloads, times spent on the website and time spent on a video, and conversions. Our hope is to create inspiring, engaging content that drives traffic from emails and social media posts to our website, where we would include calls to action that would easily capture and measure action, or conversions.

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

Please explain. The marketing and communications group in our division does not have access to additional funds for the expansion of our staff at this time, and adding a position of this sort through private fundraising or sponsorship is unlikely.

Funding Description:

Total Estimated Cost

Multimedia Production Coordinator

Salary	\$45,500 annual
Benefits	\$13,650 annual

Total	\$59,150 annual
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(No partial / matching funds)

SAFAB Comments/Notes:

STUDENT | AFFAIRS | FEE | ADVISORY | BOARD

Updated 8/21/17