



## Budget Request Form FY2019

*Department should complete one form for each individual request*

**Department:** Student Counseling Service

### **Program, Service, or Operation Requested**

*Marketing Coordinator*

### **General Description:**

*TAMU students, like most college students everywhere, are very knowledgeable about, and adept in the use of social media; some SCS staff are also savvy, but just don't have time to keep the SCS social media effort up-to-date and maintain their current caseloads. Because most students now get their information electronically, this translates into a need on our part to be strategic and to electronically share current offerings, timely tips, and new information in the manner that students use regularly. The person in this position would ensure that students receive needed information regarding management of mild to moderate depression, mild to moderate anxiety, stress management, and SCS services as well as maintain our SCS website promoting the use of SCS and other mental health resources. This position is even more important this year due to the new Stepped Care Model of treatment adopted by the SCS in August 2017.*

**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, self-help information that they can use immediately while they wait for an appointment or in lieu of an appointment. Offering this type of service may mean that some students who need information get it immediately, while others who need counseling may get*

that sooner due to reduced client flow. This would alleviate the bottleneck that occurs when too many students are seeking a limited number of counseling slots.

**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 and provide self-help information as she is able. This means that occasionally, the information or the help may not be current or 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 more immediate access to a counselor be available. Because all of these students do not need to speak with a counselor and many could benefit from self-help materials, how to access those services as well as self-help information should be available through social media and through the SCS website.

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

We have tried to do this ourselves and while I have one staff member who is coordinator for social media services, she is also a full-time counselor with counseling responsibilities that take up most of her time. There are no other staff members with time to complete these tasks.

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

We will assess the use of social media information through "likes" or "shares" and assess the use of self-help materials through "hits" and user comments.

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

No other funding has been considered because of the ongoing nature of the expense.

**Funding Description:**

	Dollar Amount
<b>Total Estimated Cost</b>	
Salary	\$46,900
Benefits	\$15,008
<i>Less Estimated Partial/Matching Funds (if applicable)</i>	
<b>TOTAL INCREASE REQUESTED</b>	<b>\$61,908.00</b>

SAFAB Comments/Notes: