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Student Affairs Fee
Advisory Board
DIVISION OF STUDENT AFFAIRS

Funding Request Form FY2021

Department:

Marketing & Communication - Office of the
Vice President for Student Affairs

Program, Service or Operation Requested:

Division of Student Affairs Marketing Student Experience Team

General Description:

Funding request to continue growing a student marketing and communications team to assist with research, marketing strategy, project management, campaign activation, and assessment for Division of Student Affairs departments and select student groups.

Request Type:

Full Increase One-Time Partial/Matching

Type of Funds Requested:

UAF Other

General Questions

How does this address an important need and/or positively impact students?

Encourage student wellbeing through the creation, implementation, and assessment of awareness campaigns on student wellbeing topics such as sexual assault, suicide, depression, stress, and anxiety.

Engage students by sharing the value of student experiences as they relates to our division's 17 departments.

Assist Division of Student Affairs departments with marketing and communication needs as they serve nearly 70,000 students.

Provide meaningful, hand-on employment or internship experiences to prepare for careers related to marketing and communication after graduation.

Presents unique opportunities to communicate the value of a Texas A&M education, and how it is unique among institutions of higher education.

It would also further allow for powerful, relevant marketing campaigns that highlight our strategic commitments of responsibility, wellbeing, discovery, diversity, and inclusion.

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 demand, the ability to meet the marketing and communication needs of our departments and student organizations at a high level of quality, professionalism, and timeliness, is a great challenge and typically out of reach. Funding the Marketing Student Experience Team for the Division of Student Affairs within its central marketing office would give the entire division and its 17 departments access to additional resources that are not available at this time, or are available only with an extended waiting period.

This item would also support **Strategic Goals 1, 2, and 3** of our strategic plan. This student team would: 1) enrich the learning experience of students. 2) Contribute to their success by giving them hands-on job skills. 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 continue to 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.

Please provide data, evidence, and/or 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 departments. These projects include everything from printed brochures to website, to social media posts, signs, press releases, presentation, and more. A number of our peer institution's student affairs offices employ student teams to accomplish marketing goals. During the past two years, we have logged nearly 300 individual project requests.

What actions have you implemented or discontinued 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 four full-time employees, three student workers, and a graduate assistant. This growth in our professional staff is moving us toward a more organized, deliberate strategy, coordination with the departments, and a new project management system. With strong funding support from SAFAB, we have also invested in Canon DSLR cameras that capture great video, and we have purchases proper audio and lighting equipment. With this request, we hope to keep our student team employed and allow future students the opportunity to hone skills that will prepare them for success after graduation, while helping us meet the needs of our many DSA departments and select student organizations.

If funding is granted, what metrics will you use to evaluate success of this program/service/operation?

Digital marketing campaigns

-social media analytics (Facebook, Twitter, Instagram)

-Google Analytics (website)

-engagement (comments, feedback, reach, page and post views, shares, downloads, time spent on a video, and conversions).

With assistance from Student Life Studies:

-internal customer satisfaction survey

-student workers / student interns

-job satisfaction survey

-pre- and post-reflection questions

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. Reserves have been utilized to cover student employee costs, but this model is not sustainable. The addition of a Marketing Student Experience Team through private fundraising or sponsorship is unlikely.

Total Estimated Cost

Funding Description	Amount
Student Employee Salaries (4 at \$9 / hour for 15 hours per week)	\$25,920
<i>Less Estimated Partial/Matching Funds (if Applicable)</i>	
TOTAL INCREASE REQUESTED	\$25,920