



Funding Request Form FY2024

Department should complete one form for each individual request

Department:

MSC

Program, Service or Operation Requested:

MSC ALOT requests funding to support a TEDxTAMU videographer for FY24.

General Description:

TEDxTAMU is an independently organized conference that brings together the local community to share in a TED Talk experience. TEDxTAMU consists of speakers and performers from the local Bryan-College Station, as nominated by Texas A&M students and staff. MSC ALOT pays a videographer to record the conference and posts the speeches online in order to make the experience accessible to the entire Texas A&M student population. Additionally, to the extent resources allow, auxiliary events bring speakers and program staff together to further promote discussion, build a strong network, and improve conference quality .

MSC ALOT sustains TEDxTAMU through dues, grants, endowments, and other general fundraising. Without expanding beyond said internal funding methods, TEDxTAMU risks stagnating in quality and accessibility, never reaching its full potential to benefit the student population. In order to improve the quality and accessibility of the conference for Texas A&M students, MSC ALOT requests one-time funding to support videographer costs (\$6,000). By recording the conference, the videographer provides a service which expands TEDxTAMU’s positive impact across the entire student population.

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?

The videographer provides high-quality footage of TEDx talks, which students can access for free online after the conference. Due to TEDx licensing restrictions, the in-person TEDxTAMU conference can only support 100 audience members per session; this restriction poses a major bottleneck to a university hosting 72,982 students. Through funding a videographer, the request directly addresses this issue, allowing the entire student population access to TEDx Talks. Local leaders nominated by the Texas A&M community give the TEDx Talks, providing a forum for students to hear inspirational and passionate ideas that matter to them personally.

What department/Division strategic plan item does this support?

The funding request seeks to advance student learning and development by making the TEDx talks accessible to the entire student body, rather than only the 100 students directly in attendance. Through access to high quality videos of the speakers' talks, every Texas A&M student can listen to and benefit from the ideas discussed in the TEDx conference, as they gain more insight into the different perspectives put forward by the speakers.

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

Videographer expenses accounted for \$5,900 (58%) of total TEDxTAMU expenses during FY 22. Comparatively, speaker accommodations accounted for \$269 (2.9%) of total expenses. While the videographer costs took priority, the minimal remaining financial resources limited the ability to garner and support quality speakers and present a professional conference. Feedback surveys gathered from last year's speakers and staff indicated that the professional aspects of TEDxTAMU would have benefited greatly from increased financial resources. Referring to the videographer specifically, the Operations leader wrote: "There were a lot of restrictions and our budget for a professional was kind of small."

Furthermore, a quality videographer contributes to sustained growth for the conference. In order to increase beyond a maximum capacity of 100 audience members for the in-person conference, MSC ALOT needs to secure a Tier 2 TEDx license. A videographer addresses the most challenging requirements pertaining to securing a Tier 2 TEDx license: a TEDx Talk receiving at least 15,000 views and spearheading a regional gathering of TEDx organizers. The videographer plays a key role in allowing TEDx Talks to gain views and the consideration of other TEDx organizers. Hiring a more experienced and better-rated videographer would cost more, but higher quality videos produced by a professional videographer would be more likely to cross the 15,000 view threshold, strengthening the application for the Tier 2 license.

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

In the past, MSC ALOT has needed to limit speaker accommodations and raise ticket prices to balance its budget. Unfortunately, neither proves to be an ideal or sustainable solution; both methods reduce the quality and accessibility of the conference.

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

The most direct metric used to evaluate the success of this service would be views on the posted videos. More generic metrics include the ability to host a TEDx regional conference and subsequently garner a Tier 2 TEDx license in future years.

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

Fundraising and sponsorship both play a role in supporting the in-person event and the proposed TEDx regional conference. However, MSC programs operate under a zero-based

budget, thus limiting reserves. These sources of funding alone fail to maximize the positive impact an improved, accessible TEDxTAMU conference could provide.

Total Estimated Cost

Funding Description	Amount
TEDxTAMU Videographer Cost	\$6,000
<i>Less Estimated Partial/Matching Funds (if Applicable)</i>	
TOTAL INCREASE REQUESTED	\$6,000