

SAFAB Use Only	
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Student Affairs Fee
Advisory Board
DIVISION OF STUDENT AFFAIRS

Funding Request Form FY2023

Department should complete one form for each individual request

Department:

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

Program, Service or Operation Requested:

One-time funds for photo and video equipment

General Description:

Adding additional cameras plus peripherals, as well as audio upgrades and a few miscellaneous film tools to our equipment lineup that will enhance the quality of still and moving images to benefit students and staff.

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?

Still and moving visual assets are the basic foundation of our digital communications strategy. It is these assets, along with strong written content, that provide engaging content on social media, websites, in email, and in some printed publications, that get the attention of students so they may learn about the departments, programs, services, and student organizations that serve them during their college journey.

What department/Division strategic plan item does this support?

Although it may seem like a reach, additional high-quality camera equipment would enrich student learning experiences, contribute to student success, attribute to the creation of an inclusive environment, support student wellbeing, ensure future effectiveness, and enhance staff development. How? A quality camera and audio equipment translates into more creative and consistent images, which we use in all of our marketing and communications campaigns and projects. This type of equipment upgrade also provides our staff and student employees the opportunity to explore and learn additional skills while serving students. The Black Magic Pocket 6k produces cinema-quality video while still being accessible to those new to video and is one of the most economic models at its level.

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

The camera equipment we have now is adequate. This request for additional equipment will take us from adequate to above average in our ability to meet the requests of our stakeholders for high-quality and engaging still and moving images for marketing and communication. On multiple occasions, we have turned down photography and video requests, or put them off, because we have only two cameras. Adding two cameras and additional audio equipment will allow us to operate two video shoots simultaneously when needed. Many TAMU departments, including TAMU marcomm, the Corps of Cadets, and the Texas A&M Foundation, and all external media companies we hire, are at this level of quality or higher. This would create a more consistent level of quality across university messaging.

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

Our multimedia project coordinator and student video assistant make due with the equipment we have. This request is an attempt to continue upgrading the product and services we offer in the area of photography and video production.

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

Our professional multimedia project coordinator has already researched and evaluated this equipment for our team. Once we begin using the equipment, we will assess our marketing efforts using social media and website metrics, and customer and audience survey tools such as Qualtrics and focus groups. High-quality equipment coupled with talented professionals who clearly understand use and capability should result in greater marketing success.

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

Fundraising or sponsorship for basic student affairs marketing expenses such as camera equipment is not normally practiced in higher education. It is unlikely this would become a priority for our development team. Our operational reserves are earmarked for future student employee salaries.

Total Estimated Cost

Funding Description	Amount
Audio Upgrade: Sound Devices MixPre-3 w/ Bag & Harness	1,070
Camera Upgrade: 2 Blackmagic Pocket 6K	3,990
Blackmagic 6K Battery Extender	245
2 NP-F550 Batteries + Charger	35
2 High-Speed 4K Compatible SD Cards	65
Pocket 6K Cage + Battery Adapter	138
Cage Handles	116
Ronin Focus Motor	169
<i>Less Estimated Partial/Matching Funds (if Applicable)</i>	
TOTAL INCREASE REQUESTED	\$5,828