

SAFAB Use Only	
YES	NO



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 & Communications

Program, Service or Operation Requested:

Funds to promote the Division of Student Affairs

General Description:

Three years of one-time funds for marketing projects to promote Division of Student Affairs’ departments, programs, services, and student organizations. Examples include an operational budget for large TAMU events, such as Howdy Week and MSC Open House, during which the Division of Student Affairs can have a presence to engage with students.

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 foundation and strategy behind the creation of a central marketing and communications team for the Division of Student Affairs was to assist the Office of the Vice President but also to enhance engagement with students about DSA departments, programs, services, student organizations, and campus-wide issues such as First Amendment rights, hazing, sexual assault awareness, suicide awareness, etc. Providing recurring funds so that we can consistently, and ultimately annually market to students during major events using creative ideas would enhance students’ knowledge and involvement.

What department/Division strategic plan item does this support?

A budget to promote the Division of Student Affairs departments, programs, services, and activities would enrich student learning experiences, contribute to student success, create an inclusive environment, and support student wellbeing through more creative, consistent promotional events at which all students would be welcome.

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

We rely on annual SAFAB funds to replenish our budget. This fall we were able to host the “DSA Cool Zone” during MSC Open House, but only by sharing all costs with 12 DSA departments. While we will always collaborate with our departments on major DSA events, we are requesting recurring funds so that we can plan ahead and rely on funding for future promotional events to benefit students. Many of our DSA departments attend these large events, and all have tracked student attendance and involvement. MSC Open House alone attracts nearly 20,000 students and Howdy Week even more. It makes sense for the university’s primary student affairs unit to have a presence at these major events for students.

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

We are conducting a shared-cost event as part of MSC Open House this fall and will track attendance to determine how many will visit our DSA Cool Zone, which we have branded and planned for months. At this time we have not discontinued related actions.

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

We plan to track attendance at all DSA promotional events using QR codes, Google forms, or related technology.

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

Not at this time, but sponsorships may be a possibility in the future, especially for giveaways or drawing prizes, etc.

Total Estimated Cost

Funding Description	Amount
Estimate for a Typical DSA Promotional Event	
Signs	\$500
Giveaways	\$5,000
Activities	\$1,000
Print Items	\$800
<i>Less Estimated Partial/Matching Funds (if Applicable)</i>	
TOTAL INCREASE REQUESTED	\$7,300