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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:

Student Activities

Program, Service or Operation Requested:

Instructional Designer III

General Description:

The Instructional Designer III would be responsible for the development, facilitation, support, and assessment of the suite of on-line training resources offered within the Department of Student Activities; increase and enhance the remote service options and technological platforms within the Department; and educate staff and students on the use of enhanced technological platforms.

The Instructional Designer will create and maintain online training modules and assessments for the over 1,100 recognized student organizations at Texas A&M. This includes, but is not limited to, the over 20 online trainings within the Student Organization Development & Administration (SODA), Student Organization Finance Center (SOFC) trainings, training content for our student organization advisors, as well as assist in creating trainings for our large, traditions-based programs such as Fish Camp, FLOs, Traditions Council, and more.

This position would serve as the primary point of contact for the current MaroonLink contract, as well as the primary manager within the Department for the developing Student Organization Management System (Get Involved), as well as our learning management system (LMS). This position would serve as a liaison with the DoIT to ensure efficiency and expediency in updating information. They would also be the point of contact for the implementation of technological platforms within the Department. They would assist the Department in transitioning some paper processes to virtual options.

This position would also enhance the utilization of technology within the Department by educating staff on new technology platforms, as well as provide resources for student organizations and advisors on how to better maximize technology. The Instructional Designer will provide hybrid and hyflex approaches to training our staff, student organizations, and advisors.

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 Department of Student Activities, which houses six functional areas and provides support to over 1,100 recognized student organizations at Texas A&M, fosters and supports leadership, learning and involvement opportunities. Thus, we rely heavily on the ability to train and educate our student organization leaders and advisors. We recognize that we need to better meet our student population where they are and providing hyflex options for training and development.

Given what we have learned during COVID-19, it has become clear that we lack the proper technological capabilities to support one of the largest student organization populations in the country. It is critical that our students and staff have the technological resources they need to work more efficiently and more effectively.

Without this position, we would be challenged to fulfill the training compliance expectations as articulated by the state, as well as providing timely, technological, and strategic education for the staff, advisors, and recognized student organizations at Texas A&M.

What department/Division strategic plan item does this support?

Goal 1: Enrich the Student Experience (a, c)

-Students learn both in and out of the classroom. Our programs, services, and experiences provide co-curricular opportunities for students to make progress toward achieving the Texas A&M Student Learning Outcomes, to integrate their learning as well as prepare for a lifetime of learning and development.

a. Increase the number of opportunities for students to engage in high-impact, transformational learning experiences in the Division

c. Provide innovative programs, services, activities, and facilities that meet the needs of an increasingly diverse student population

Comments: With stronger technological capabilities, our service to staff, advisors, and recognized student organizations could be high impact, innovative, and efficient. If we are to meet the students where they are, then we need to meet them online as well as in person.

Goal 5: Ensure Future Effectiveness (a, c)

-As the landscape of higher education funding continues to evolve, the Division is dedicated to being good stewards of financial and human resources in order to serve students efficiently and effectively. The Division will continue to explore new and innovative entrepreneurial approaches to finance initiatives. The Division will continue efforts to maximize shared resources (technology, marketing, assessment, etc.) to provide departments with the tools, support, and resources needed to provide quality programs, facilities, activities, and services for students.

a. Design an effective and evolving staffing structure to meet the needs of the Division and departments, maximizing departmental impact and efficiency

c. Create an annual process to identify anticipated technological solutions in order to prioritize technological resources that provide a differentiating position and add business value

Comments: In order to serve our students effectively, we need to identify technological solutions to add value to the great work that the staff and recognized student organizations are doing.

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

30% increase of recognized student organizations in the last 10 years

>30% increase in pre-event planning forms received in MaroonLink

4% decrease in paper documents processed (paper-based)

16% decrease in checks printed (paper-based)

13% increase in marketplace transactions (online)

10% increase in marketplace storefronts (online)

11% increase of student organization online module trainings

COVID-19 – The Department had to quickly pivot to online resources. We were unprepared in our education and platforms such as StuActOnline, MaroonLink, SOFC services, etc. Although we were able to transition, it could have been smoother had we had expertise and stronger platforms.

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

Implemented to address the need:

-Support the ongoing technological training of staff

-Tap into staff members and students experience with technology

-Provide training resources for new technologies, features, or tips and tricks for efficient use of software (DocuSign, Adobe Acrobat Pro, ZOOM)

-Review business practices related to applications that are not adequately supported and/or are unable to receive updates, and determine if there are more effective ways to manage these applications

-Partner with other campus entities to identify shared systems that can address ability and functionality gaps in current technology

-Streamline technology platforms/programs to increase efficiency and customer service (MaroonLink, StuAct Online, Laserfiche, business applications, etc.).

-We have contracted with an interim instructional designer to help fulfill needs 2020-2021 academic year. This model helped us through this year, but was paid for through Student Activities reserves. This funding would support Student Activities and the over 1,100 recognized student organizations, while utilizing funds from a more sustainable funding source.

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

-Number of offerings provided remotely

-Enhanced technological interactions with students and advisors

-Updated training modules

-Addition of new technological platforms

-Number of offerings provided remotely

-Enhanced technological interactions with students and advisors

-Updated training modules

-Addition of new technological platforms

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

In the 2020-2021 academic year, Student Activities paid for a contracted instructional designer for minimal hours out of their reserves. While this was fine for the interim, it is neither a sustainable solution nor meets the needs of the quality and scope of work we can see from a full-time position. This experience solidified for us the importance of having a full-time instructional designer to support the training needs of over 1,100 recognized student organizations. We had requested an instructional designer position through the 2020-2021 SAFAB process. This position is a way to ensure we can fulfill compliance requirements, maximize technology, and have a sustainable funding solution.

Total Estimated Cost

Funding Description	Amount
Instructional Designer III Salary	\$48,319.00
Benefits	\$19,410.00
Professional Development	\$1,600.00
Technology Platforms (Articulate, Vyond, Camtasia, etc)	\$2,100.00
<i>Less Estimated Partial/Matching Funds (if Applicable)</i>	
TOTAL INCREASE REQUESTED	\$71,429.00