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**Student Affairs Fee  
Advisory Board**  
DIVISION OF STUDENT AFFAIRS

**Funding Request Form FY2026**

*Department should complete one form for each individual request*

**Department:**

Student Life

**Program, Service or Operation Requested:**

New Staff Position - Student Media – Program Manager

**General Description:**

Create a new Program Manager for Student Media to meet the increasing student participation in Student Media. Currently, there is only full-time staff member associated with Student Media and the position Title Code is Associate Director. The existing staff member advises three existing organizations: The Battalion newspaper (including thebatt.com), The Aggieland Yearbook, and the Maroon Life magazine. In addition to these three organizations the Associate Directors provides advisement and support to the sales and business team, which is responsible for generating revenue that covers expenses, payroll, etc. for all three student organizations. Future growth for the organizations under the Student Media umbrella may include KANM, the student radio station that is situated across the hall from the Student Media suite in the MSC. If this incorporation does occur it will be a while, 2-3 years, pending FCC final licensing.

The Program Manager would serve as the primary adviser for the Maroon Life magazine and the Aggieland yearbook and would serve as the secondary adviser for The Battalion, allowing the Associate Director of Student Media to focus on the financial operations of the program for long-term sustainability of all student organizations, in addition to fine-tuning the digital approach for The Battalion moving forward.

**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?***

Student Media interest and students actively participating has dramatically increased within the past year. The Battalion took in over 100 applications within the first two weeks of Fall

2024 semester and overall student participation is expected to increase by 25% since Spring 2024. For The Aggieland Yearbook, the pre COVID-19 numbers were usually about 12-15 staff members. Beginning in Fall 2023 there was only 1 student staff member on The Aggieland. For Fall 2024 there are more than 12 staffers on The Aggieland, and the staff will likely grow to 20 students within the next month. Finally, this fall (2024) Maroon Life Magazine completed paperwork to operate as a stand-alone publication (student organization) outside of The Battalion, serving as a third student publication for our group. Fall 2023 the publication had one Maroon Life staffer. Currently there are 8 staff members and will likely grow to 15-20 by the end of the fall 2024 semester. Overall, Student Media student participation is up by more than 30% from fall 2023-2024, and efforts in last academic year to increase numbers resulted in a 25% increase.

***What department/Division strategic plan item does this support?***

Student Learning through Engagement – Student Media publications provide an opportunity for students who are majoring in not Journalism, but other related majors as well to have direct experience with creating content, design, publication and distribution. This work-place experience acts as a unique employment opportunity to learn the soft and hard skills to serve in any industry or workplace as a leader, communicator, collaborator, creator, and storyteller for an organization. Around 40% of the students who work for Student Media are journalism majors, and the rest are majors from a diverse set of majors around campus. Student Media participation is a tremendous opportunity for collegiate students to work in a semi-professional environment to cover Texas A&M in a multitude of ways.

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

Below are the number of Full Time Employees (FTEs) at peer institutions:

University of Alabama – 7 FTEs

Texas Tech University – 2 FTEs

University of Texas – 12 FTEs

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

Currently the Senior Associate Director of Student Life is serving as the secondary advisor, but due to workload is limited in scope with focus being on signature authority when the Student Media Manager (Associate Director) is unavailable and assisting with university procedural questions surrounding risk management, travel, technology, and facilities.

The Director of Student Life has taken the lead for academic collaborative efforts with the Department of Communication and Journalism, but with an increasing load in the director responsibilities this task needs to transition to the Associate Director for Student Media. The responsibility is not able to transition now due to the advising load and financial responsibilities the Associate Director currently maintains.

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

Staff positions are evaluated through the annual performance review process conducted each spring semester.

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

***Please explain.***

Student organization funds have not been considered as the current funds are used to support the sales teams which is comprised of students who work off of a commission structure.

**Total Estimated Cost**

<b>Funding Description</b>	<b>Amount</b>
Program Manager	\$65,000
Benefits	\$21,450
<i>Less Estimated Partial/Matching Funds (if Applicable)</i>	
<b>TOTAL INCREASE REQUESTED</b>	<b>\$86,450</b>