



Funding Request Form FY2026

Department should complete one form for each individual request

Department:

Marketing & Communications

Program, Service or Operation Requested:

Student worker wages

General Description:

DSA MarComm currently employs eight student workers. These student workers are invaluable in assisting the full-time DSA MArComm staff in creating content for social media, photography, videography, graphic design, and one student hosts the division’s new podcast.

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?

DSA MarComm supports all 12 departments and the Office of the Vice-President for Student Affairs. Student workers are a big part of that effort. In addition to helping with graphic design, photography, videography, website services and the division’s new podcast, students are exposed to a professional work environment in a field in which they hope to one day have a career.

What department/Division strategic plan item does this support?

The obvious answer here is this position will support the “Telling our Story” priority. However, the work done in the Marketing & Communications office is instrumental in supporting all the division’s priorities. Our work brings to light all the work being done within the division and helps inform students and staff of the programs and resources available. In addition, we are instrumental in providing materials to help donors understand how their gifts to the division are impactful for the student body of Texas A&M.

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

DSA MarComm provides marketing and communications services for all 12 of the division’s departments, to include social media, graphic design, photography, videography, story writing, media relations, email campaigns, digital signage, and website services. The DSA MarComm student staff is extremely important to this effort. The department has eight student workers, who can each work up to 15 hours per week. At an hourly rate of \$12.00, eight student workers working three hours a day equals \$288 per day in wages. The Fall 2024 semester has 81 student workdays, and the spring semester has 76 student workdays. The total amount to cover the wages for the fall and spring is \$45,261 and the current student worker wages budget is \$22,000. Student worker activity in the summer is much lower. We are requesting an additional \$25,000 to add to the \$22,000 student wages budget line item in the MarComm budget to fully fund our student worker wages.

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

A newly formed department within the Division of Student Affairs, DSA MarComm is starting its budget from scratch. These student worker positions are crucial in creating content in the ever-changing world of marketing and communications. The current \$22,000 budget will likely cause us to reduce the number of student workers available to us or to have to limit the hours of our student workers, potentially causing them to seek employment elsewhere. The output of the DSA MarComm would be significantly reduced without fully-funded student workers.

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

Student workers are a valuable part of the DSA MarComm team, which is tasked with creating compelling content about the division’s programs and opportunities for student engagement. We would hope to see increased student involvement. In addition, we would be able to provide a stable work environment for eight Texas A&M students. DSA MarComm conducts annual performance reviews to help us understand how the work that its students do benefits them and helps them toward their future career goals, which is ultimately the purpose of on-campus employment.

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

As a new department with the Division of Student Affairs, there are no reserves in DSA MarComm budget.

Total Estimated Cost

Funding Description	Amount
Student worker wages	\$25,000
<i>Less Estimated Partial/Matching Funds (if Applicable)</i>	
TOTAL INCREASE REQUESTED	