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Student Affairs Fee
Advisory Board
DIVISION OF STUDENT AFFAIRS

Funding Request Form FY2022

Department:

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

Program, Service or Operation Requested:

Division of Student Affairs Marketing Student Experience Team

General Description:

Request for recurring funds to bring the student marketing and communications team back to its previous staffing level to better assist the Office of the Vice President for Student Affairs and Division of Student Affairs departments with key services such as graphic design, videography, photography, website development, social media management, campaign development and activation, and assessment. These student positions also provide high-impact student experiences for human development and employment.

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?

Encourage student wellbeing through the creation, implementation, and assessment of awareness campaigns on student wellbeing topics such as sexual assault, suicide, depression, stress, and anxiety.

Engage students by sharing the value of student experiences as they relates to our division's 17 departments.

Assist the Office of the Vice President for Student Affairs and Division of Student Affairs departments with marketing and communication needs as they serve nearly 70,000 students.

Provide meaningful, hand-on employment or internship experiences to prepare for careers related to marketing and communication after graduation.

Presents unique opportunities to communicate the value of a Texas A&M education, and how it is unique among institutions of higher education.

It would also further allow for powerful, relevant marketing campaigns that highlight our strategic commitments of responsibility, wellbeing, discovery, diversity, and inclusion.

What department/Division strategic plan item does this support?

Goal No. 5 of our strategic plan calls for strategically leveraging resources and developing new strategies to ensure our future effectiveness and sustainability. Under our existing funding model and project demand, the ability to meet the marketing and communication needs of our 17 departments and student organizations at a high level of quality, professionalism, and timeliness, is a great challenge and typically out of reach. Funding the Marketing Student Experience Team for the Division of Student Affairs within its central marketing office would give the entire division access to additional resources that are not available at this time, or are available only with an extended waiting period.

This item would also support **Strategic Goals 1, 2, and 3** of our strategic plan. This student team would: 1) enrich the learning experience of students. 2) Contribute to their success by giving them hands-on job skills. 3) Help to create an inclusive environment that develops global citizens and leaders who productively engage in a wide spectrum of ideas, perspectives, and cultures. We would continue to contribute to this goal through an intentional process of content solicitation that targets a wide range of students, and we would disseminate our campaigns as widely as possible using various Texas A&M media channels.

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

The central marketing office in the Division of Student Affairs handles a variety of marketing and communications projects for the Office of the Vice President for Student Affairs and many of our 17 departments. These projects include everything from printed brochures to websites, to social media campaigns, printed and digital signs, press releases and other narratives, videos, photos, and presentations to name a few. A number of our peer institution's student affairs offices employ student teams to accomplish marketing goals. During the past two years, we have logged more than 300 individual project requests, and we have received project requests and assistance from many student organizations. Building a student team for the long term could help us to serve student groups in the future.

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

During the past three years, the marketing and communication office for the Division of Student Affairs grew to four full-time employees and at its peak in spring / early summer 2020 had five undergraduate student workers and a graduate assistant. This growth in our staff has moved us quickly toward a more organized, deliberate strategy,

coordination with our 17 departments, and a new project management system. With strong funding support from SAFAB, we have also invested in equipment and have had the opportunity to share meaningful campaigns with Texas A&M students on a variety of topics, including suicide awareness, hazing prevention, and COVID-19 prevention and awareness. We have been sharing a video campaign titled My Aggie Story for more than two years now, and completed the Fearless Leaders campaign to highlight student groups. With budget constraints, as four of our students have graduated, we are unable to hire replacements until we can secure recurring funds. We want to give Texas A&M students the opportunity to work part-time and to hone job skills that will prepare them for success after graduation, while helping us meet the needs of our many DSA departments and perhaps even select student organizations.

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

Digital marketing campaigns

- social media analytics (Facebook, Twitter, Instagram)
- Google analytics (website)
- engagement (comments, feedback, reach, page and post views, shares, downloads, time spent on a video, and conversions).

With assistance from Student Life Studies:

- internal customer satisfaction survey
- student workers / student interns
- job satisfaction survey
- pre- and post-reflection questions

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

Please explain.

The marketing and communications group in our division does not have access to additional funds for the expansion of our staff at this time. We have been advised that the addition of a Marketing Student Experience Team through private fundraising or sponsorship is unlikely.

Total Estimated Cost

Funding Description	Amount
Recurring Funds to Replace Five Undergraduate Student Employee Salaries (5 at \$9/hour for 15 hours per week)	\$35,000/year
▪ Videographer/Photographer ▪ Social Media Content Creator ▪ Graphic Designer ▪ Web Developer ▪ Public / Media Relations Assistant	
<i>Less Estimated Partial/Matching Funds (if Applicable)</i>	
TOTAL INCREASE REQUESTED	\$35,000/year