Executive Summary (1600 character limit, approx. 250 words or less)

The Student Affairs SAF Media, Marketing, and Graphic Designers (MMGDs) serve Student Affairs (and partners, e.g., ACT), SAF funded activities and departments, and student groups by creating an extensive range of marketing, including videos, visual, and graphic material to help with event and information publication. MMGDs create brands and publications for events and entities for the general student body. Research shows that the more students are involved with their college environment outside of the classroom, the more likely they are to remain in school, perform in the classroom, and engage in external communities due to their efforts. As a school with a large commuter population, engagement in the campus community is essential, and the first barrier to break down is outreach and communication. These needs have become very apparent during the remote learning as a result of COVID and as we have come back to campus. Students have reported feeling isolated and are struggling with how to connect. For students to connect, they need to be informed and aware of the methods and opportunities for said involvement. Gaining their attention is the first goal and doing that in an attractive student-centric way is key. Some of the MMGD’s work includes the creation and dissemination of the BS Times, marketing materials (posters, social media graphics, email campaigns, web support, videos); logos, and welcome week work. This request is primarily comprised of salaries for the student employees who do the work and for a partial salary for a staff member who supervises the work.

Need for Program (1600 character limit, approx. 250 words or less)

The MMGDs meet with clients and transform ideas into marketing pieces. The 2023-2024 anticipated demands on the MMGDs will remain an essential need and groups are excited to expand upon their types of requests such as videos and digital and social media. As the endemic continues and restrictions change, the MMGD use will likely remain steady or increase in the demanded hours as two factors are anticipated to change: (1) events and opportunities to engage, and (2) continuation of in-person and online connection opportunities and marketing needs. Without the MMGD positions, many SAF funded groups would have to create their own marketing designs and hire their own designers, which may increase the overall costs for SAF. The benefits for a centralized team is the decreased use of resources – training time, technology, general resources, and salaries. Any single group with their own designer needs to replicate almost every function shared across the MMGD team (graphic design, photography, videography). The MMGDs also support campus-wide marketing initiatives, such as the BS Times, which provides a single-source notice of campus events. The MMGD program has evolved through the years and I am proud of the designers and the work they’ve done. What started as two designers doing the BS Times and work for a specific department, has
blossomed to social media, videos, animation, reports, and infographics, and has resulted in some significant student portfolios and careers-Foot Locker, Zullily, King 5, and Microsoft to name a few.

Is this a new request? No

What on your request is new or has changed?

The line items have remained the same. The estimated hours have decreased slightly based on expected needs.

Strategic Plan (1000 character limit, approx. 150 words or less)

Ideally, SAF-allocated groups will fully utilize the MMGD resource and the program will grow with increased demand. A 2-week turnaround is published as the MMGDs are students first, but their turnaround is often much faster for basic graphic work. The timeline depends on the project, e.g., poster work may take 3 hours, but a video may take 25 hours of work. Depending on what SAF groups request and SAF allocates may or may not directly impact the MMGD request. As more groups have used student positions to create their own marketing work, the demand for the MMGDs has changed, and the MMGD SAF request has also changed (reduced) accordingly. We have decreased our hour request accordingly for this year and will reevaluate the need for FY25 based on use.

Assessment (1600 character limit, approx. 250 words or less)

In short, the MMGD’s work has the potential to help engage all students, e.g., the BS Times. Typically, the number of projects has been used to determine demand, which was increasing in quantity from 2017 to 2019. In 2019, the requests decreased in number, but the technical skill and hours required per project increased significantly as designs need to be put into digital formats and this trend has continued. Many groups use Canva for posters but need MMGD support with logos, specialty graphics, videos, etc.. Most major SAF-funded groups are dedicated to using the MMGDs. Others have been funded with graphic designer positions of their own, which reduces the need on the centralized MMGD service. As mentioned previously, the turnaround time, project request type, and number of designers all impacts units who do use the MMGDs. We will continue to assess the needs of the MMGDs through use, project type, and number of requests, and will adjust the SAF requests accordingly. MMGDs have typically tried to hire seasoned and new-to-the-field MMGDs as this is viewed as an access-need given the often personal prohibitive costs (e.g., Adobe software/MACs).
Salary Positions

• The primary amount of the MMGD proposal is the MMGD student employment position themselves. Typically, work is done by 4 or 5 designers with a reduced number in Winter and Spring due to graduations and reduced workload demand. MMGDs will often have a specialized skill set of graphic design, video editing skills, and some animation. These skills are not required, as the cost of an Adobe subscription or other software is sometimes prohibitive for some students to independently acquire these skills. As this is an access need, we have a proud history of training newer designers who have demonstrated creative vision and some computer skills and have worked with them to pre-professional levels.
• This proposal also has a portion of the MMGD supervisor, who was formerly the Administrative Manager and will now be the Operations Program Manager. This person hires, tracks, works with client marketing and communication, holds team and one on one meetings, and helps to troubleshoot with the MMGDs.
• Total for student salaries (breakdown in Excel): $82,227 ($92,639 allocated last year)
• Total for professional salary (breakdown in Excel): $16,456 ($16,743 allocated last year)
• The amounts are consistent with past requests.

Office Supplies

Annual software updates and office supplies for the MMGDs (Adobe shared device licenses are per computer ~ $270 * 7 computers = $1,890
• Office supplies: $200
• Plotter paper and ink, print heads, and laminator: $6,000
• Total Office Supplies: $8,090 ($7,550 allocated last year)

Total Amount (please note the total dollar value)
$109,084

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