SAF Annual Proposal Form for the 2018-2019 Academic Year

The SAF Committee will be accepting applications for the annual budgeting cycle from November 13, 2017 until 5:00pm on January 11, 2018. The intent of the annual operating budget is to support on-going student activities, services, and programs. Services and Activities Fees are defined in RCW 28B.15.041 to mean “fees, other than tuition fees, charged to all students registering at the . . . state universities . . . The legislature also recognizes that Services and Activities Fees are paid by students for the express purpose of funding student activities and programs” of their particular institution. These funds will be available for the 2018 to 2019 academic year.

A member of your group must be available to attend a hearing with the SAF Committee tentatively scheduled for Friday, February 2, 2018 and February 9, 2018. Please include a regularly checked email in the application, as that will be the main form of communication between SAF and the requesting group. The SAF Liaison will contact the requesting group to notify them of a hearing time.

Please ensure that your request is in accordance with SAF Bylaws, which are available at the following website: http://www.uwb.edu/studentaffairs/safc/safbylaws. Please note the SAF Committee will be coordinating with Club Council to develop an efficient funding model.

The Committee will hold an open forum and appeals, tentatively scheduled for on Friday, April 13, 2018. Requesting groups will be notified of a preliminary budget before the open forum and appeals date.

Late applications will not be accepted, except at the discretion of the Committee. Adjustments to the final total requested by any club, group, organization, or department will not be accepted. After a request has been submitted, it may not be reopened for alterations or changes.

The submission window will be open on Monday, November 13, 2017.

Questions? Please contact the SAF Committee, at SAFuwb@gmail.com.

Information to Know Before Submitting Proposals
1. Read Guidelines for Funding/General Criteria for Evaluating Funding Requests before you decide to submit a request (http://www.uwb.edu/studentaffairs/safc/safbylaws).

2. Services and Activities Fees may not be used in support of credit-bearing courses.

3. If you plan on requesting food in your application, please familiarize yourself with the University Food Policy.

4. Please note that the committee cannot fund more than you request (with the exception of benefits associated with salaries or wages, which are set annually by the state and university). If there is a submission error, the committee cannot make any changes and will base their decision on the initial request only. Additional forms/attachments will not be accepted.
SAF Annual Proposal Form

Question 1. * (Indicates a required field)

Proposing Group

(i.e. Career Services, Sustainability Club, Campus Events Board, etc.)

Student Media, Marketing, and Graphic Design Assistants
(Formerly Student Marketing and Graphic Design Assistants)

Question 2. *

Department/Organization

(i.e. Recreation and Wellness, First Year Pre-Major Programs, Student Engagement and Activities, School of Business, etc.)

Student Affairs

Question 3. *

Contact Person

This person will be the sole point of contact for any questions or additional information requests from the SAF Committee regarding your proposal.

Gina Christian

Question 4. *

Contact Email

This person will be the sole point of contact for any questions or additional information requests from the SAF Committee regarding your proposal.

Please include a regularly checked email as the SAF Committee contacts groups primarily through email.

GLChris@uw.edu
**Question 5.**

Contact Phone

Please include the phone number of the contact person. This person will be the sole point of contact for any questions or additional information requests from the SAF Committee regarding your proposal.

425-352-3346

**Question 6.**

Faculty/Staff Member

Please discuss your request with a staff or faculty member (i.e. Student Affairs Staff or faculty adviser) before submitting your request and include the name and title (i.e. John Smith, Club Adviser) of that individual. **IMPORTANT:** This person will also be listed as the budget owner.

Gina Christian, Assistant Director of Student Conduct (and supervisor of current position)

**Question 7.**

Faculty/Staff Member Email

Please provide the email of the faculty or staff member you discussed your request with. **Please ensure the faculty or staff member understands they will be the budget owner and responsible for managing a SAF allocation.**

GLChris@uw.edu

**Question 8.**

Executive Summary of Your Proposal

Please provide a concise overview of the program, activity, or service for which you seek funding. How does your proposal support the 21C initiatives?

Please reference the University of Washington Bothell's 21st Century Campus Initiatives at the following website and, if and where appropriate, please refer to the applicable initiatives: [http://www.uwb.edu/21stcentury](http://www.uwb.edu/21stcentury)

The Student Affairs SAF Media, Marketing, and Graphic Design Assistants (MMGDA) serve SAF funded activities, SAF funded departments, and student groups by creating an extensive range of marketing and graphic material to help with event and information publication. The marketing created helps to brand and publicize for the events and entities, referred to as
clients, to the general student body. Research shows that the more students are involved with their college environment outside of the classroom, the better they will perform in the classroom and beyond. The MMGDAs create the graphic designs used for promotion and bring attention to the phenomenal activities and initiatives of the various Student Affairs SAF groups.

Some of the MMGDA’s work includes the creation and dissemination of the BS Times, posters and email campaigns, social media graphic design components, website support, the Welcome Week booklets and posters, and handouts used during many tabling events and fairs.

Specific to the 21st Century initiatives, the MMGDAs provide the graphic designs needed to advertise the events that support diversity-focused, student-centered, community directed, and efforts in innovation being done by the various Student Affairs SAF groups. During the 2017-2018 year, the MMGDAs have been tasked to test their own innovative capabilities by stretching what was typically done (posters) and trying new marketing techniques in addition to the already effective posters. Work in this area is primarily being done in video vignettes for student hiring and for outdoor recreation adventures. Ultimately, the MMGDAs themselves create pieces for the clients that meet their needs while taking into consideration branding and posting requirements, as appropriate. We did some training on cultural appropriation and diversity-related topics this next year and will continue this with our training curriculum into 2018-2019. We’ve been having organic discussions on privilege and the extension of that in designs during this year; having intentional time and plans to continue that work during dedicated training time was important and was successfully implemented in the 2017-2018 academic year.

During the 2017-2018 academic year, the designers supported some of the Student Affairs SAF funded groups like most of Student Engagement and Activities, Recreation and Wellness, ACT, and did some general work for Student Affairs such as the BS Times, student hiring announcements, and SAF committee announcements. In the 2017-2018 academic year, the graphic designers also assumed the support for Career Services ($10,000 from their 2016-2017 SAF plan). This partnership has worked out well and the designers are pitching a re-branding campaign for the center during the 17-18 year. Additionally, the diversity center is a newly served unit and will also have branding pitches once the name has been selected.

By combining the roles, designers have improved their own designs through critical feedback received by the other MMGDs.

Question 9. *

Need for this Program/Service
In 200 words or less, please do the following:

- Describe the need for this program or service. Explicitly describe how does this program directly and indirectly benefit our community campus?
- If possible, include any data that might support your proposal (i.e. surveys indicating a need for your initiative).
- If you have tracked the success of this program or service in the past, please provide that information here.

The MMGDAs meet with clients and transform ideas into marketing pieces. Without this position, many SAF funded groups would have to create their own marketing designs, which consumes a considerable amount of time, and not everyone has the proper training. The campus-wide marketing, such as the BS Times, provides a single-source notice of campus events.

Org-Sync Project Submissions have increased:
- 2011-2012: 50
- 2012-2013: 50
- 2013-2014: 66
- 2014-2015: 58
- 2015-2016: 142 (does not include work done for the ARC, Welcome Week, or BS Times)
- 2016-2017: 70 (summer and autumn) (does not include work done for Welcome Week, Campus App, or BS Times). Autumn quarter this year was 25% busier than last year.
- 2017-2018: 103 (does not include work done for Welcome Week or the BS Times)

The 2018-2019 anticipated demands on the MMGDAs will likely remain the same or increase minimally.

Question 10.*

New Request or Previously Funded

Has this request been funded in the past? If yes, please indicate what part of the proposal was previously funded by SAF and what is a request for new allocations.

Yes; all portions of the request were previously funded by item type. However, the total funding request has increased for the following reasons: wage increase to $16.45 and $17/hour (Jan 1, 2019) (specialized skills needed), the student-hourly sick-time calculation, and the hours spent working during breaks. The MMGDs work during the breaks and this was not allocated for adequately in the 2017-2018 request. An additional increase not previously funded by
item (but were by type) is for the welcome week and other posters. MMGDs used to rely on IT for free printing, but that service will be discontinued at the end of January 2018.

**Question 11. * **

Estimate number of students that will benefit from your proposed program/service.

In 200 words or less, please do the following:

- Indicate the benefits of your proposed program for students.
- Estimate how many currently enrolled students will likely benefit from your proposed service or program.
- Estimate the number of any other individuals (and indicate their affiliation) that might benefit from this service or program.

Students are increasingly taking advantage of the programs offered through Student Affairs and notably through Recreation and Wellness, the Diversity Center, Career Services, and Student Engagement and Activities. Indirectly, the work the MMGDAs do to support the client programs extends agency to all students. For example, the work completed for the comprehensive campaign on MLK Day is not just for the student requesting group like ACT, but for all UW Bothell students and community members.

During the 2017-2018 year, the Diversity Center will be named, and once done so, they will need to be branded and showcased.

Prospective students and parents on their tours see all of the amazing activities going on around campus and it helps to support the culture and environment we want at UW Bothell. We are a world-class institution and professional designs created by the MMGDAs help to showcase the phenomenal events going on around campus.

**Question 12. * **

How do you plan to assess the program or service?

How do you plan to track the effects of this program or service?

For example, how would you track how the event/program/service went? How would you track how successful it was and what you could change in the future?
In the previous years, requested projects have been tracked by number only. In 2015-2016, we started tracking the number, requesting group, turnaround time, completion hours and have continued this tracking through the 2017-2018 academic year. Tracking the information with additional data points provides us the opportunity to analyze bottlenecks, training needs, and sheer activity levels for the MMGDAs. Because of the tracking completed in 2015-2017, we have assessed areas for workflow opportunity and have worked to even out peaks and valleys. We will continue to track project data and will be able to analyze how successful we were with our efforts to minimize the peaks and valleys of project demand. One measure of success by tracking and evening out work is the turnaround time – In 2016-2017, the average project completion time was 17.075 calendar days (goal is 14), which is typical as the designers get faster as they continue to develop their skills. In the same 6 month stretch during the 2017-2018 year, the project completion time was 11.28 calendar days. This was done by appropriately staffing, anticipating, and planning out projects in advance.

By continuing to track this information, we are able to request the right-sized budget the following year based on projected demands.

Since the 2015-2016 design year, MMGDAs have been adding some of their completed work to their portfolios. This practice has allowed them additional speaking points and proofs to show during their interviews. This was especially important for the designers last year who were in the IMD program and wanted to add more graphic-design pieces.

During the 2017-2018 academic year, two branding campaign pitches will be completed, one for career services and a second for the diversity center. This will allow them the opportunity to work on their branding campaigns and professional presentation experience.

**Question 13.**

**Additional Information**

If needed, please include any other information you feel is relevant to your request. (There is no character limit on this field.)

| The salary is broken down by quarters based on workload and salary adjustments from $16.45 to $17.00/hour January 1, 2019. |

**Question 14.**

**Salary/Wages**

Describe the funds you are requesting in detail below. Benefits will be calculated on the spreadsheet accordingly. Please detail the number of positions, hours per week/salary, salary, etc. If there are
differences or distinctions in positions, please explain. Please show your math; for example: (1 student working X# hours per week at $X per hour for X weeks).

<table>
<thead>
<tr>
<th>Description</th>
<th>Hours/Week</th>
<th>Weeks</th>
<th>Rate</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Five Marketing Assistants requested for the 2017-2018 year (this will cover the Student Affairs Division)</td>
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<tr>
<td>Titles: MMGDAs</td>
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<tr>
<td>Training: 6 designers (5 new MMGDs and one training) for 30 hours/week * 2 weeks @ $16.45/hour plus benefits:</td>
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<td></td>
<td>$7,148</td>
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<td>Summer work: 20 hours/week * 8 weeks @ $16.45/hour plus benefits:</td>
<td></td>
<td></td>
<td>$15,884</td>
<td></td>
</tr>
<tr>
<td>Autumn quarter: 15 hours/week * 13 weeks @ $16.45/hour plus benefits:</td>
<td></td>
<td></td>
<td>$19,359</td>
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<tr>
<td>Winter quarter: 13 hours/week * 13 weeks @ $17.00/hour plus benefits:</td>
<td></td>
<td></td>
<td>$17,339</td>
<td></td>
</tr>
<tr>
<td>Spring quarter: 12 hours/week * 13 weeks @ $17.00/hour plus benefits:</td>
<td></td>
<td></td>
<td>$16,005</td>
<td></td>
</tr>
<tr>
<td>Summer quarter: 2 designers – training and transition prep: 30 hours/week * 4 weeks @ $17/hour plus benefits:</td>
<td></td>
<td></td>
<td>$4,925</td>
<td></td>
</tr>
<tr>
<td>Breaks work: 4 designers – 30 hours/week * 6 weeks @ $17.00/hour plus benefits:</td>
<td></td>
<td></td>
<td>$14,774</td>
<td></td>
</tr>
<tr>
<td>Sick time calculation: 4,840 potential hours/40 hours/week *$17.00/hour plus benefits:</td>
<td></td>
<td></td>
<td>$2,006</td>
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</tr>
<tr>
<td>Title: MMGDAs Supervisor (0.15 of a FTE position):</td>
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<td>0.15 of supervisor’s salary plus benefits:</td>
<td></td>
<td></td>
<td>$12,323</td>
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<td><strong>Total of Salaries: $110,176</strong></td>
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</tbody>
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The marketing assistants require additional skill sets of graphic design and marketing experience, therefore the requested rate is $1.00 over the minimum and is expected to increase parallel to the minimum increases.

**Question 15.**

**Programming/Events**

Describe the funds you are requesting in detail below.

Please put total dollar amount of programming/events in the bottom of this box. Please include in this box costs relating to security, honorarium, hospitality, and contracted costs, etc. Please put total dollar amount of programming/events in the bottom of this box and on the spreadsheet.

None
Question 16.

Facilities Rentals/Set-Ups

Describe the funds you are requesting in detail below.

If you require facilities rentals/set-ups, please indicate it here. Take into account custodial fees and clean up. If you need assistance with estimated costs, please speak to a staff/faculty member. Please put total dollar amount of facilities in the bottom of this box and on the spreadsheet.

None

Question 17.

Printing & Photocopying

Describe the funds you are requesting in detail below.

Please put total dollar amount of printing/photocopying in the bottom of this box and on the spreadsheet.

| BS Times, Test Prints, MMGDAs Manuals: 1,000 |
| Note RE test prints: It's vital that the designers make sure everything looks correct and catch color issues and mistakes before sending the file to clients. Test prints give the MMGDs the opportunity review the layout, colors, fonts, etc. |
| Welcome Week Booklet qty. 800 plus posters: $1,350 |
| Welcome Week and other large posters: $1,000 |
| **Total: $3,350** |

Question 18.

Office Supplies

Describe the funds you are requesting in detail below.

Please put total dollar amount of office supplies in the bottom of this box and on the spreadsheet.

Annual Software updates and office supplies, including books on marketing and color use, graphic design books, specialty paper and prints requested by clients, correction labels, and minor office supply needs: **$1,500**
Question 19.

Food/Refreshments

Describe the funds you are requesting in detail.

Review the food policy/food form for the University policies before asking for food. The Food Policy and Food Approval Form can be found in this link: https://www.uwb.edu/finance/food-approvals

Understand that food for normal meetings is not allowed. Describe below the reason you are requesting food and how it meets the food policy. Please ensure that you are in compliance with applicable per diem rates for meals. The per diem rates are available at the following link: http://finance.uw.edu/travel/meals#perdiem

Please put total dollar amount of food refreshments in the bottom of this box and on the spreadsheet.

None

Question 20.

Equipment Rentals/Purchase

Describe the funds you are requesting in detail below. Include information on the purpose/need for this equipment as it relates to your program or service.

Please put the total dollar amount of equipment rentals/purchase in the bottom of this box and on the spreadsheet.

None

Question 21.

Transportation

Describe the funds you are requesting in detail below (indicate in state/out of state, as well as type of transportation). Please note that flight bookings are done through the University. Please provide justification for out of state travel. Please put total dollar amount of transportation in the bottom of this box and on the spreadsheet.

None

Question 22.
Meals and Lodging for Travel

Describe the funds you are requesting in detail below. Please insure that you are in compliance with applicable per diem rates for meals. The rates are available at the following link: http://www.gsa.gov/portal/content/104877

Please note that hotel bookings are typically done through the University.

Please put the total dollar amount of meals and lodging in the bottom of this box and on the spreadsheet.

None

Question 23.

Operations

Describe the funds you are requesting in detail below.

Please put the total dollar amount of telecommunications, business cards, computer purchases, equipment, new hire packages, etc. in the bottom of this box and on the spreadsheet.

Phone lines should be calculated at $10 per line per month.

https://itconnect.uw.edu/service/campus-telephone-services/

None

Question 24.

Other

Please include any other expenses that don't fall under any of the above categories in detail. Please distinguish between "training" and "professional development" dollars here. Please put the total dollar amount of other in the bottom of this box and on the spreadsheet.

None

Question 25. *

Total Amount Requested

Please list your total amount requested, please make sure all line items are on the spreadsheet. Enter the total from the spreadsheet here. These numbers should match line item for line item.
Terms and Conditions

By submitting this application, you are agreeing to the terms and conditions below:

- I have read and agree with the terms and conditions of the SAF Bylaws: [http://www.uwb.edu/studentaffairs/safc/safbylaws](http://www.uwb.edu/studentaffairs/safc/safbylaws)
- I understand that **late applications will not be accepted**, except at the discretion of the Committee. Adjustments to the final total requested by any club, group, organization, or department will not be accepted. After a request has been submitted, it may not be reopened for alterations or changes.
- I understand that hearings will be held between 8:00am and 11:00am, tentatively scheduled for Friday, February 2, 2018 and Friday, February 9, 2018. Someone from my group will be available to attend a brief hearing scheduled during that time frame.