

Q15. Proposing Group Information

Q1. Proposing group name (examples: Career Services, Student Diversity Center)

Media, Marketing, and Graphic Designers (MMGDs)

Q2. Department/Organization (examples: Student Engagement and Activities, Student Affairs, Academic Affairs)

Student Affairs

Q3. 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

Q4. 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

Q5. Budget owner

- Before submitting, you must discuss and receive approval on your request from a staff or faculty member (i.e. Student Affairs Staff or faculty adviser) who will agree to be the budget owner and responsible for managing this allocation. Include the name and title (i.e. John Smith, Club Adviser) of that individual below. **IMPORTANT:** Please ensure the faculty or staff member understands they will be the budget owner and responsible for managing a SAF allocation. This person must be authorized in UW procurement and fiscal systems and familiar with university purchasing policies and processes, and have approval from their supervisor.
- If you are a registered student club, you may email the Student Engagement and Activities Director and Assistant Director, Sam Al-Khoury at sea2@uw.edu and Carla Christensen at carla24@uw.edu as a resource for your request by December 29, 2020.

Gina Christian

Q6. Budget owner email

- Please provide the email of the faculty or staff member you discussed your request with.

Q14. Proposal Information

Q7. Executive Summary

- Please provide a concise overview of the program, activity, or service for which you seek funding. This summary should explain what you're requesting funding for. (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, visual, and graphic material to help with event and information publication. This request is primarily for the salaries for the individuals who do and support the work and an amount for the production of the work. 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 the connection potential. This has become very apparent during remote learning as a result of COVID as students have reported feeling isolated and are reportedly struggling to connect. For students to connect, they need to be informed and aware of the methods and opportunities for said involvement. Getting 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 (currently a work in progress on Presence); marketing materials (posters, social media graphics, email campaigns, web support, videos); Welcome Week booklets (virtual), branding and handouts.

Q8. Need for Program

- Please describe the need for this program or service. Explicitly describe how this program directly and/or indirectly benefits the campus community, i.e., what student opportunities would be absent without funding. This section should explain why you're requesting funding. (1600 character limit, approx. 250 words or less)

The MMGDs meet with clients and transform ideas into marketing pieces. Based on conversations with current clients, the 2021-2022 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. If permitted to be in-person, the MMGD use will likely significantly increase in the demanded hours as two factors will increase: (1) events and opportunities to engage and (2) typical in-person marketing and a continuation of online marketing. Without this position, many SAF funded groups would have to create their own marketing designs and hire their own designers, which may increase costs for SAF. This would consume significantly more time than one group doing centralized work that shares training and resources, and not everyone has the training, skills, and/or resources to do so. The campus-wide marketing, such as the BS Times, provides a single-source notice of campus events. The BS Times has been a notable missing component from effective marketing to students and will continue virtually and again in-person when possible. This program has adapted 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 info-graphics, and has resulted in some significant student portfolios and careers-Foot Locker, Zullily, and Microsoft - to name a few. This role serves the campus and the designers future careers.

Q9. Is this a new request?

(Partial means that one or more-line items of the submission is new but not necessarily the program or submission itself. Select No if the request is not new but was previously submitted under a different name; i.e., Student Assistants have a title change to Student Associates.)

- Yes
- No
- Partial

Q10. What on your request is new or has changed?

Q11. Strategic Plan

- How would you like to see this program grow/change/adapt, and what role does funding play into this vision? Please describe some key goals you are hoping to accomplish, now and in the future. (1000 character limit, approx. 150 words or less)

Ideally, SAF-allocated groups will fully utilize the MMGD resource and the program will grow with higher use. Admittedly, we are in a difficult balance between the right number of designers and demand. Too many designers could mean a reduced turnaround timeframe or too few hours (and not enough work) for the MMGDs. A 2-week turnaround is published as the MMGDs are students first, but their turnaround is often much faster. This 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. 2020 was a challenging year to measure typical use and is not reliable for projecting future utilization needs. We will analyze the 21-22+ demand to determine future needs.

Q12. Assessment

- Estimate how many currently enrolled students will likely benefit from your proposed service or program. If you have previous statistics from past programs, please feel free to include for comparison.
- What is the impact of your program and how do you measure the affects?
- If a new program, describe how you plan to assess the proposed service/program. Describe any metrics or operational targets your unit uses to assess its financial and operational health.
- (Supporting documents or materials are not required but may be presented in the hearing if desired.)

(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 has been increasing since 2017-2019. In 2019-2020, the requests decreased, but the technical skill and hours required per project increased. The requests changed from posters to logos and videos. During the 2020-2021 year, the marketing requests remained consistent at 45 requests, which is only down by 3 from the same time last year. During this time, we would have typically had 4 or 5 designers on-staff to handle requests. Because of the remote work and workload cadence changes, only two seasoned designers have been employed since January. We recently hired a third as one of the designers is graduating in Winter quarter, and peer cross-training is invaluable. We will continue to assess the number of projects and start tracking by type to better understand any decrease in the number of projects compared to the number of hours something takes. Tracking by total time is difficult as some designers are faster than others and one of the MMGDs hired is often newer to the role and is in training longer. When back on-campus, I will be better equipped to assess what groups are using the MMGDs and can then work with the groups who aren't to understand future needs and adjust the 21-22 and 22-23 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).

Q13. Funding Categories

For these responses, please do not show the math on this proposal. Use the excel sheet for the actual math. Instead, in these sections, tell SAF about the category funding needed and provide the 'why' for the request. There is no character amount but you are asked to be concise in your response.

Q16. Salary Positions

Please briefly describe the positions you are requesting funding for. If there are differences or distinctions in positions, please explain what they are and do.

■ This proposal assumes in-person work. Work is still done during a remote time but is just different. ■ The primary amount of the MMGD proposal is the MMGD 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 is currently the Administrative Manager of Student Affairs. 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): \$76,505 (\$72,774 allocated last year) ■ Total for professional salary (breakdown in Excel): \$15,949 (\$15,853 allocated last year) ■ The amounts are consistent with past requests and have raised slightly due to salary increases and to account for more work anticipated for Welcome Week 2021-2022.

Q17.

Programming/Events

- Please briefly describe the program(s) you are requesting funding for. This also includes needs relating to security, honorarium, hospitality, and contracts, etc. Specify what programs are virtual.

Q18.

Facilities & Equipment Rentals/Set-Up/Purchases

- If you require facilities or equipment rentals/set-ups/purchases, please indicate that need here.

Q19.

Printing & Photocopying

- Note printing and photocopying expenses

■ Designers need to make sure color issues and graphic mistakes are caught before sending a client file. Test prints allow the MMGD to identify issues before sending them to a client; this step reduces the overall time needed for a project. The designers also create the Welcome Week booklet handed out (typically) to every incoming student and parents who attend convocation. We expect a high need for this booklet next year. The BS Times has two editions printed monthly and the cost per print typically increases each year. (e.g., From 2019 to 2020, the color print increased by \$0.03 per page, price is set by UWB IT.) ■ BS Times printing (two editions per month): \$1,200 ■ Welcome Week booklets, qty 750: \$2,000 ■ Total printing & photocopying: \$3,000 (\$2,304 allocated last year)

Q20.

Office Supplies

- Note office supply expenses

■ Annual software updates and office supplies for the MMGDs (Adobe shared device licenses are per computer ~ \$270 * 5 computers = \$1350 ■ Office supplies: \$200 ■ Plotter paper and ink, print heads, and laminator: \$6,000 ■ Total Office Supplies: \$7,550 (\$7,225 allocated last year)

Q23. Food and Refreshment

(note what and how much or often is for training and/or programming)

- Please indicate why food is necessary in your proposal. If you are requesting food for multiple/different programs, please indicate how much or how often you'll be providing food at the given programs (i.e., three staff trainings and four large scale unique events).
- 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 health and safety and per diem rates for meals. The per diem rates are available at the following link:
<http://finance.uw.edu/travel/meals#perdiem>

Q25. Transportation and Travel

- Describe the type of travel you are requesting (i.e in-state/out of state, local travel, as well as type of transportation). Please note that flight bookings are done through the University. Please provide justification for out of state travel.
- Note: Include professional development related travel in the professional development category.

Q26.

Professional Development

(note items that are for certification, note if required for position)

- Please describe the professional development opportunity. Please indicate the number of students, staff participating. Indicate if a professional development opportunity will result in a certification, and whether this certification is required for a job. This should include all costs associated with registration, air or ground travel, per diem, etc.
- Please ensure that you are in compliance with applicable per diem rates for meals and lodging. The rates are available at the following link: <http://www.gsa.gov/portal/content/104877>
- Note: Student travel arrangements are made through the University.

Q28.

Promotional Items

- Are you requesting funds for promotional items?
- Please note that promotional items are limited to a total value of \$800; see SAF bylaw 5.A.5 for more details: <https://www.uwb.edu/studentaffairs/safc/safbylaws>

Q29. Operations

- Please describe operational items. This includes telecommunications, business cards, computer purchases, equipment, new hire packages, digital resources, etc.
- Phone lines should be calculated at \$10 per line per month

Q30. Uniforms

- If requesting funds for uniforms, provide details on what the items are, who they will be used by, and for what purpose.

Q31. Other

- Are you requesting funds for any items that don't fall into the previous categories? Indicate them here.

Q32.

Total Amount (please note the total dollar value)

- Please list your total amount requested, please make sure all line items are on the spreadsheet. This total amount should match the total from the spreadsheet.

\$103,204 (\$98,157 allocated last year)

Q33.

Your application is not complete without a completed spreadsheet and may not be considered by the committee. All funding category line items and their dollar amount/cost should be listed in the spreadsheet. Please download the spreadsheet template at <https://www.uwb.edu/studentaffairs/safc/annual>. Complete the spreadsheet, save it with your proposal name and EMAIL to safuwb@gmail.com by 5pm on January 7, 2020.

