

## Results for SAF Annual Proposal Form for the 2020-2021 Academic Year (By Participant)

Results for: ID# 19398910	
Submission date: 1/15/2020 11:14 PM	
Total time: 6 minutes, 1 second	
Question	Response
<p><i>Question:</i> Proposing Group (i.e. Career Services, Sustainability Club, Campus Events Board, etc.)</p>	Media, Marketing, and Graphic Designers (MMGDs)
<p><i>Question:</i> Department/Organization (i.e. Recreation and Wellness, First Year Pre-Major Programs, Student Engagement and Activities, School of Business, etc.)</p>	Student Affairs
<p><i>Question:</i> 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.</p>	Gina Christian
<p><i>Question:</i> 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.</p>	glchris@uw.edu
<p><i>Question:</i> 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.</p>	425-35203670
<p><i>Question:</i> 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. 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.</p>	Gina Christian
<p><i>Question:</i> Faculty/Staff Member Email Please provide the email of the faculty or staff member you discussed your request with.</p>	glchris@uw.edu
<p><i>Question:</i> Executive Summary of Your Proposal (500 word limit) Please provide a concise overview of the program, activity, or service for which you seek funding.</p>	The Student Affairs SAF Media, Marketing, and Graphic Design (MMGDs) serve Student Affairs (and partners, e.g., ACT), 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 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 the more likely they are to retain in school, perform in the classroom, and engage in external

communities as a result of their activities. 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. To do that, students need to be informed and aware of the methods and opportunities for involvement. The MMGDs create work that is used for promotion and bring the needed attention to the phenomenal activities and initiatives of the various Student Affairs SAF groups. Some of the MMGD's work includes the creation and dissemination of the BS Times, posters and email campaigns, videos, infographics, social media graphic design components, website support, the Welcome Week booklets and posters, and handouts used during many tabling events and resource fairs. During this past academic year, the designers supported some of the Student Affairs SAF funded groups like most of Student Engagement and Activities, Career Services, Recreation and Wellness, ACT, Health and Wellness Resource Center (HaWRC), and did some general work for Student Affairs such as the BS Times, student hiring announcements, and SAF committee announcements. The MMGDs help groups with their identities, including creating and pitching marketing campaigns for career services and the HaWRC. Welcome and instructional videos were created and edited by the MMGDs this year.

*Question:*

Need for this Program/Service (500 word limit)  
Please describe the need for this program or service. Explicitly describe how this program directly and/or indirectly benefits the campus community? \* If possible, include any data that might support your proposal (i.e. surveys indicating a need for your initiative)

The MMGDs 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 training, skills, and/or resources.

The campus-wide marketing, such as the BS Times, provides a single-source notice of campus events.

Project Submissions were steadily increasing over time. The numbers below reflect a to-date submission from July 1 for each respective academic year (start of SAF budget year to January 15):

- 2011-2012: 50
  - 2012-2013: 50
  - 2013-2014: 66
  - 2014-2015: 58
  - 2015-2016: 42 (does not include work done for the ARC, \*)
  - 2016-2017: 71 (\*, Campus App, or BS Times).
  - 2017-2018: 103 (\*)
  - 2018-2019: 111 (\*)
  - 2019-2020: 48 (\*or specialty projects like the Counseling Video, Residential Life Videos, Student Affairs End of Year Reports or Infographics)
- (\*) = does not include work completed for Welcome Week or the BS Times

The 2019-2020 academic year has seen a significant decrease in requests due to more units completing work in-house or using internet programs for basic posters. However, the amount of time spent per project has remained steady

	<p>when 2018-2019 is compared to the current academic year. An opportunity for the MMGDs for the remainder of 2018-2019 and the 2020-2021 academic year is to track the number of hours in a way that truly quantifies in a quality way the work completed as a total for each type of project with a goal of simply understanding the time per project and not as a way to punish 'slower' designers or discourage more ambitious projects. Based on conversations with current clients, the 2020-2021 anticipated demands on the MMGDs will remain an essential need and groups are excited to expand upon their types of asks such as videos and digital and social media.</p>
<p><i>Question:</i> New Request or Previously Funded (500 word limit) 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. If this is a one time funding request, please note that in the description.</p>	<p>Yes; all portions of the request were previously funded. We have decreased the request from two years ago and have continued to work diligently on streamlining processes, improving work increasing portfolio or menu options, and communication flows between designers and being proactive with work when possible.</p>
<p><i>Question:</i> Strategic Plan/5 Year Goals (500 word limit) Please describe your strategic plan or description of your key strategic goals over the next five years.</p>	<p>The strategic goals of the MMGDs is to improve outreach and accessibility using sustainable practices to reach students. Right now, we know the BS Times is a very useful tool to reach students. Posters also have an impact on creating awareness for student events. Recognizing that details can change, not everyone can read from poster prints, and paper and ink are not environmentally friendly or a sustainable resources, we hope to continue to utilize and grow the use of social media, video clips, websites, and possibly (through different (other than SAF) funding source requests) acquire digital screens strategically placed around campus to help alleviate the amount of prints made and to institute the capacity for 'just in time' marketing support. The digital screens are a large project but one that takes careful consideration as ensuring sustainable and relevant content is key for success. We aspire to continue to increase the number of clients served and the methods in which we are able to serve them (videos, instructional or educational content, etc.). Additionally, the MMGDs once supported the content for a campus app. This was not well utilized around campus but something like an app could be an option in the future given more ideal conditions and campus partners. Finally, the MMGDs are often students who are aspiring to work in the graphic design, UX, UI, or digital marketing fields. Allowing the students to have marketing campaign pitch experience, building portfolios, adding to their skillset, growing their personal and professional abilities, and awareness and application of equity and inclusive practices and concepts will support their professional marketability.</p>
<p><i>Question:</i> Program Benefit Estimate number of students that will benefit from your proposed program/service</p>	<p>Students are increasingly taking advantage of the programs offered</p>

(500 word limit). \* 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.

through SAF funded programs and most notably through Recreation and Wellness, the Diversity Center, Career Services, the services in the HaWRC, and Student Engagement and Activities. Indirectly, the work the MMGDs 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/SEA, but for all UW Bothell students and community members.

This past year, the MMGDs helped with the branding and marketing the HaWRC and will be working on additional ways to support their services in the future.

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

*Question:*

Financial and Operational Health (500 word limit)  
How do you plan to assess the program or service? Please describe any metrics or operational targets your unit uses to assess its financial and operational health? Describe the metrics, the metric targets and actuals of metrics. (E.g. student- student employee ratios, student-to-staff ratios, in-process measures).

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 present academic year. Tracking the information with additional data points provides us the opportunity to analyze bottlenecks, training needs, and sheer activity levels for the MMGDs. Because of the tracking completed in 2017-2018, we assessed areas for workflow opportunities and have worked to even out peaks and valleys. We have continued to track project data and have maintained the same turnaround time.

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 and in 2018-2019, the completion time was 9.5 days. This was done by appropriately staffing, anticipating, and planning out projects in advance. We have continued to maintain the 9 day turnaround time for graphic projects. Videos and other specialty projects often take more time and is not a direct comparison of work.

Since the 2015-2016 design year, MMGDs 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 professional interviews. This was especially important for the designers in previous years who were in the IMD program marketing and communications, and business and

	<p>marketing programs as they wanted to add more graphic-design pieces. During the 2017-2018 academic year, one branding pitch was completed for career services. This campaign pitch afforded the designers the opportunity to work on their branding campaigns and professional presentation experience.</p> <p>In the 2018-2019 academic year, the branding logos, design, and feel was created for the HaWRC. Examples of the MMGDs work has been presented to the United Way as a best practice and one of the MMGDs infographic on the HaWRC was printed in a Bothell Alumni magazine.</p> <p>Qualitative feedback is also essential. MMGDs have received comments on their career services pieces from the visiting employers asking if their marketing team did the work.</p>
<p><i>Question:</i> Additional Information (500 word count) If needed, please include any other information you feel is relevant to your request.</p>	<p>The salary is broken down by type of work and includes salary adjustments from \$17.39 to \$18.00/hour after January 1, 2021.</p>
<p><i>Question:</i> 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).</p>	<p>Client supported work: 50 hours/week *\$17.39/hour (July 1-Dec 31) and \$18.00/hour (Jan 1-June 30) plus benefits = \$38,729</p> <p>Outside of 50 hours/week time: Student training/development/welcome week/break times: 100 hours/week in Summer for welcome week (4 weeks) @ \$17.39/hour and break weeks (5 weeks) @ \$18.00/hour plus benefits = \$19,291</p> <p>"Admin" work includes putting up the BS times, working on test prints and researching new design methods and techniques. I have included this as a line item because it is different from working directly with clients and from training times: 20 hours/week *\$17.39*11 weeks and \$18.00*34 weeks plus benefits = \$19,424</p> <p>MMGDAs Supervisor (0.15 of a FTE position): 0.15 of supervisor's salary plus benefits and 2% merit: \$15,853 Total of Salaries: \$93,297 (Despite salary increases, this amount is \$3,013 up from last year's request and down \$16,879 from 2018-2019's request).</p> <p>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.</p>
<p><i>Question:</i> 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.</p>	<p>N/A</p>
<p><i>Question:</i> Facilities &amp; Equipment Rentals/Set-Ups/Purchase Describe the funds you are requesting in detail</p>	<p>N/A</p>

<p>below. If you require facilities or equipment rentals/set-ups/purchase, 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 and equipment in the bottom of this box and on the spreadsheet.</p>	
<p><i>Question:</i> Printing &amp; 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.</p>	<p>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. 750 plus posters: \$2,000 Plotter and other specialty prints, including supplies: \$6,500  BS Times, test prints, MMGD manuals for training: \$1,200  Total: \$9,700</p>
<p><i>Question:</i> 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.</p>	<p>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: \$2,000</p>
<p><i>Question:</i> Food/Refreshments Describe the funds you are requesting in detail. Please indicate why food is necessary in your proposal. 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: <a href="https://www.uwb.edu/finance/food-approvals">https://www.uwb.edu/finance/food-approvals</a> 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: <a href="http://finance.uw.edu/travel/meals#perdiem">http://finance.uw.edu/travel/meals#perdiem</a> Please put total dollar amount of food refreshments in the bottom of this box and on the spreadsheet.</p>	<p>N/A</p>
<p><i>Question:</i> Transportation and Travel Describe the funds you are requesting in detail below for business travel (indicate 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. Please put total dollar amount of transportation and travel in the bottom of this box and on the spreadsheet.</p>	<p>N/A</p>
<p><i>Question:</i> Professional Development Describe the funds you are requesting in detail below. Please indicate number of students, staff, and the dollar amount. This should include all costs associated with registration, air or ground travel, meals, lodging, per diem, etc. Please insure that you are in compliance with applicable per diem rates for meals. The rates are available at the following link: <a href="http://www.gsa.gov/portal/content/104877">http://www.gsa.gov/portal/content/104877</a> Please note that flight bookings are done through the University. Please provide justification for out of state travel. Please put the total dollar amount of professional development in the bottom of this box and on the spreadsheet.</p>	<p>N/A</p>

<p><i>Question:</i> 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. <a href="https://itconnect.uw.edu/service/campus-telephone-services/">https://itconnect.uw.edu/service/campus-telephone-services/</a></p>	N/A
<p><i>Question:</i> Other Please include any other expenses that don't fall under any of the above categories in detail. Please put the total dollar amount of other in the bottom of this box and on the spreadsheet.</p>	N/A
<p><i>Question:</i> 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.</p>	104997
<p><i>Question:</i> 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: <a href="http://www.uwb.edu/studentaffairs/safc/safbylaws">http://www.uwb.edu/studentaffairs/safc/safbylaws</a> * I understand that late applications will not be accepted, except at the discretion of the Committee, and completed applications include a narrative as well as a spreadsheet. 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 8:30am and 11:30am, tentatively scheduled for Friday, January 31, 2020 and Friday, February 7, 2020. Someone from my group will be available to attend a brief hearing scheduled during that time frame.</p>	I Agree

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Questions or comments?  
[Contact us](#) or email [catalysthelp@uw.edu](mailto:catalysthelp@uw.edu)

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