

# SAF Annual Proposal Form for the 2015- 2016 Academic Year

The SAF Committee will be accepting applications for the annual budgeting cycle from November 24, 2014 until 5:00pm on January 14th, 2015. 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 2015 to 2016 academic year.

A member of your group must be available to attend a hearing with the SAF Committee tentatively scheduled for Friday, February 6, 2015 and February 13, 2015. 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/studentlife/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 3, 2015. 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.

## SUBMITTED BY

Jamie Kim  
jamiekim5@gmail.com  
Jan 13, 2015, 03:57PM PST

## SAF Annual Proposal Form

[Required] Proposing Group Student Health 101 Marketing & Promotion

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

[Required] Department/Organization Recreation & Wellness Department within Student Affairs

(i.e. Student Services, CUSP, Student Life, Student Clubs & Organizations, etc.)

[Required] Contact Person Jamie H Kim

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

[Required] Contact Email jkim@uwb.edu

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.

[Required] Contact Phone 425-247-9207

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.

[Required] Faculty/Staff Member Alison Greenwood, Director of Recreation and Wellness

Please discuss your request with a staff or faculty member (i.e. Student Life Staff or faculty advisor) before submitting your request and include the name and title (i.e. John Smith, Club Advisor) of that individual.

[Required] Faculty/Staff Member Email Agreenwood@uwb.edu

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

[Required] Executive Summary of Your Proposal

Please provide a concise overview of the program, activity, or service for which you seek funding.

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

Student Health 101 is a wellness magazine dedicated to providing students with educational health content for student needs. Over the years, Student Health 101 has created valuable information by utilizing peer education and social media. Student Health 101, uses an active distribution of content as a key to success in engaging students. The online magazine covers various topics throughout the month such as stress, tips to budgeting your money, sexual assault, how to polish your resume and many more. Overall, the development of the magazine is driven by the needs of students, administrators, and parents. One of the biggest needs that the magazine meets for our students is that it provides an easily accessible online tool that students can always access from the privacy of their homes. This is important because we know that not all students want to show up to a program or event on campus to learn about health topics. The magazine allows us to still disseminate important health information to the entire student body in a way that feels open and accessible for the students who don't show up to an on-campus program. While Student Health 101 is an online magazine distributed to the UW Bothell community, there is still a need to hire a student to market and promote the educational content and magazine. SAF has funded the subscription to the magazine for more than 5 cycles, and funded the student representative position in the most recent cycle. We are seeking continued funding for the subscription and the student representative position. The student in the position of Student Health 101 Marketing and Promotion will be able to plan events and programs that relate to the monthly issues of Student Health 101 to engage students to the online magazine. This student will gather data and wellness topics to drive their events and marketing. They will be able to promote UW Bothell's Student Health 101 online magazine and UW Bothell Student Health 101 Facebook page. Trainings for this position will allow the student to learn how to develop creative marketing techniques, learn how to navigate the websites, communicate with the student body on campus through peer-education and learn how to collaborate in group settings during co-sponsored events.

**[Required] Need for this Program/Service**

In 200 words or less, please do the following:

-Describe the need for this program or service.

-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.

There has continuously been a huge success when a Student Health 101 Representative focuses on promoting the online magazine on campus. There is a high demand for student programs from Student Health 101 as the student participation rate increases. By using health topics from the magazine the representative can develop programs to accommodate student's needs on campus.

Additionally, research shows us that students have different types of learning styles. While the HERO program is successful at promoting events and facilitating workshops, the Student Health 101 magazine fills the need for those students who never want to show up to a HERO program or reach out to that service. The magazine allows students to still receive important health information from the comfort of their home.

As we look at the year to date of events from the following Autumn Quarter 2014, here are some examples of successful programs of this year and their corresponding numbers to student's attendance: Halloween Candy Nutrition Workshop (130), Health Pack Giveaway (100), World AID'S Day (50), Art Therapy: Painting Event (45), and Power Snack Giveaway (120).

The total outreach of students for this following quarter (445) and the UW Bothell Student Health 101 Facebook page gained (477) likes. All of these programs were created to promote readership for Student Health 101.

**[Required] 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.

We can use data from past years to compare a school year with a Student Health 101 Representative and a year without a representative. In the 2013-2014 school year, there was no representative marketing and promoting Student Health 101. As the data shows for August 2013- July 2014, there were a total of 2,859 views on the Student Health 101 online magazine from UW Bothell students, staff and parents. As you notice in the graph, there is a decrease in trend as the magazine is distributed throughout the year.

However, in the 2014-2015 school year, UW Bothell introduced a Student Health 101 Representative to promote the magazine. The data for August 2014- December 2014 shows that the magazine had 3,541 views on the magazine alone. This concludes that with a representative in charge of promoting the online health and wellness magazine on campus, more students are visiting the website and participating in the questionnaires and surveys than without promotion at all. Students in the marketing and promotion role of Student Health 101 have made it a success to the magazine.

We have concrete data that shows that 3,541 UW Bothell students accessed the magazine in a four-month period. With the magazine subscription and a Student Health 101 Marketing & Promotion Representative, we know we can increase readership to even more students next year.

**[Required] 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 track how the event/program/service went? How would you track how successful it was and what you could change in the future?

With the online magazine subscription to Student Health 101, we immediately receive data and reports about usage on a monthly basis. It is already built in to the subscription, so we are easily able to track how many students are accessing the magazine.

Similarly, as a Student Health 101 Marketing and Promotion Assistant/Representative, every program will be recorded by how many participants attended. Participants will be encouraged to give feedback about the current events, recommend ideas for events of what the UW Bothell community wants to see happen and suggestions to allow improvement for future events.

Additional Information      N/A

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

**Salary/Wages**

Describe the funds you are requesting in detail below.

Please put total dollar amount of salary/wages in the bottom of this box.

1 Student Health 101 Rep

Total Request: \$8,450

38 weeks of programming - 1 staff x \$13 x 38weeks x 15 hours=\$7410. 2 weeks of training - 1 staff x \$13 x 2 weeks x 40 hours = \$1040

Benefits \$1,394.25

Describe the funds you are requesting in detail below.

Benefits paid to regular employees working at least .50 FTE should be calculated at 34.0% of earnings. Benefits paid to hourly employees should be calculated at 16.5% of earnings.

Please put total dollar amount of benefits in the bottom of this box. If you included salaries/wages in the above field, you must calculate the applicable benefits.

Programming/Events \$5,000

Please refer to above of some of the specifics programs that happened this year.

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. If your request includes security and you would like an estimate, please contact UWB Security at 425-352-5359.

Facilities Rentals/Set-Ups Included in programming budget.

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.

Printing & Photocopying Included in Recreation & Wellness Operations.

Describe the funds you are requesting in detail below.

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

Office Supplies Included in Recreation & Wellness Operations.

Describe the funds you are requesting in detail below.

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

Food/Refreshments N/A

Describe the funds you are requesting in detail below.

Please put the total dollar amount of food/refreshments in the bottom of this box.

Please review the food policy/food form for the University policies before submitting your request at the following link:

<http://www.uwb.edu/getattachment/admin/services/fuac/foodapprovalform.pdf>

Equipment Rentals/Purchase N/A

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.

Transportation N/A

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 put total dollar amount of transportation in the bottom of this box.

Meals and Lodging for Travel N/A

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/category/21287>

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.

Telecommunications Included in Recreation & Wellness Operations.

Describe the funds you are requesting in detail below.

Telephone equipment should be estimated at \$35 per handset, per month (this includes only one extension).

Please put the total dollar amount of telecommunications in the bottom of this box.

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.

Total Request: \$6,000

Magazine Subscription Costs: \$3,000

Conference/Continuing Education: \$3,000 (1 Student & 1 Advisor, \$1,500 each)

[Required] Total Amount Requested \$20,844.25

Please take the time to carefully add all of your figures from above. Please note that adjustments will not be made to the total amount requested in the event of an error. Round your final total up to the nearest dollar.

[Required] Terms and Conditions  I Agree

-I have read and agree with the terms and conditions of the SAF Bylaws: <http://www.uwb.edu/studentlife/safc/safbylaws>

-I understand that once submitted, adjustments cannot be made to the total amount requested above.

-I understand that hearings will be held between 8:00am and 11:00am, tentatively scheduled for Friday, February 6, 2015 and Friday, February 13, 2015. Someone from my group will be available to attend a brief hearing scheduled during that time frame.