

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 Initiatives at the following website and, if and where appropriate, please refer to the applicable initiatives:

<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, compilation of the campus app, 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 will be tasked to test their own innovative capabilities by stretching what is typically done (posters) and trying new marketing techniques in addition to the already effective posters. Ultimately, the MMGDAs themselves create pieces for the clients that meet their needs while taking into consideration branding and posting requirements, as appropriate. We will also be training on cultural appropriation and diversity-related topics this next year. 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 is important and will be implemented in the 2017-2018 academic year.

During the 2015-2016 academic year, the designers supported some of the Student Affairs SAF funded groups like most of Student Engagement and Activities, a portion of Recreation and Wellness, namely intramurals, and did some general work for Student Affairs such as the BS Times and the Wednesday Update. In the 2016-2017 academic year, Recreation and Wellness with the exception of Intramurals (because of staffing), Student Engagement and Activities with the exception of Campus Events Board, and the general Student Affairs work such as the BS Times and the Campus App have been supported. In the 2017-2018 academic year, this proposal year, the graphic designers will assume the support for the Career Center (\$10,000 from their 2016-2017 SAF plan), Student Engagement and Activities, which can also support Campus Events Board, and all of Recreation and Wellness, including Intramurals, in addition to the general Student Affairs work such as the BS Times and student affairs media work.

Our intention of consolidating the roles is to help align the practice of the designers for consistency with branding standards, improve opportunities for collaboration and innovation by working as a group, and supporting the Student Affairs SAF entities with designers who can specialize and generalize to provide the highest quantity and quality of design and media work needed. By consolidating roles, we are also using human capital to our highest benefit because we are streamlining processes and reducing the number of individuals needed to achieve the collective work demand.

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 and the Campus App, provide 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, we will be supporting all of Recreation and Wellness, the Career Center, Campus Events Board, Diversity Center, and Student Affairs. Anticipated demands on the MMGDAs will increase considerably during the 2017-2018 academic year, which is one of the reasons why an increase in funding has been requested. Other reasons for funding increase: wage increase to \$16/hour (specialized skills needed), and continued dedicated supervisor support. Consolidation of the graphic and media support demands reduces human capital need across the division by being more strategic.

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 except for the supervisor role. The MMGDAs position has been supervised by different individuals and departments within Student Affairs each year since the role was created. In 2015-2016, because of a division supportive role and capacity, Gina Christian began supervising the position and supervision continued into 2016-2017 and is being requested to continue as part of her Division-central role. When/if Gina Christian leaves her role, the incoming person will assume responsibility for the MMGDAs because the supervisor aspect will be part of the role.

A dedicated and annually repeated supervisor benefits all stakeholders of the MMGDA role. Benefits of a repeated supervisor: decreased learning curve on policies and practices, ability to keep and track data to determine areas of improvement and workload bottlenecks, ability to work on streamlining demands from year to year, ability to make improvements in client support, and technological and design improvements from one year to the next. A dedicated supervisor ensures that the MMGDAs are connected to the division without being overwhelmed, are supported through the year, and have advocacy; a single supervisor is needed for the short- and long-term needs of the MMGDAs position.

An increase in staffing and corresponding minimal increases in printing and supplies have been requested to accommodate the consolidated approach of the MMGDA positions in Student Affairs.

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, 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. The number of current UW Bothell student groups of approximately 100 are active, and their events and ideas are best promoted with professional graphic designs and marketing campaigns.

This next year, the Diversity Center will need to be branded and showcased. When the ARC opened, the designers in 2015-2016 created several pieces that are up today, from the hour

signs, to the game lists, to the thank you cards, and even the art originally on the walls, the designers were an important part of the set-up of the ARC.

Prospective students and parents on their tours see all of the amazing activities going on around campus and it helps to create 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 2016-2017 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 2015-2016, we have assessed areas for workflow opportunity and we will work 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. Additionally, continuing to track this information allows us to request the right-sized budget the following year based on projected demands.

The 2015-2016 and 2016-2017 MMGDAs have been adding to their portfolios some of the work completed during their time. This practice has allowed them additional speaking points and proofs to show during their interviews. This has been especially important for the designers this year who are in the IMD program and wanted to add more graphic-design pieces to their portfolios. Additionally, the designers are able to add pieces that are self-designed rather than group work pieces they typically complete in the classroom setting.

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. However, we aim to even out the peaks and valleys we've seen in the past. By strategically working ahead, we will even out some of the bottlenecks, such as welcome week, which is an important series of events but could be worked on with more planning and thought. As such, we expect the quarterly funding splits based on hours to even out this year. However, for a more accurate budgeting of need, we have continued to keep items by quarter to ensure all required and projected workload demands will be met.

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).

Five Marketing Assistants requested for the 2016-2017 year (this will cover the Student Affairs Division)

Titles: MMGDAs

Training: 5 designers for 30 hours/week * 2 weeks @ \$16/hour plus benefits: \$6,791
training starts in July 2017

Summer work: 17 hours/week * 8 weeks @ \$16/hour plus benefits: \$12,828

Autumn quarter: 15 hours/week * 13 weeks @ \$16/hour plus benefits: \$18,392

Winter quarter: 13 hours/week * 12 weeks @ \$16/hour plus benefits: \$14,714

Spring quarter: 12 hours/week * 10 weeks @ \$16/hour plus benefits: \$11,318

Summer quarter: last two weeks of the month with 2 designers – training and transition prep: 16 hours/week * 2 weeks @ \$16/hour plus benefits: \$2,415

Title: MMGDAs Supervisor (0.15 of a FTE position):
0.15 of supervisor's salary plus benefits: \$11,704.00

Total of Salaries: \$78,162

The marketing assistants require additional skill sets of graphic design and marketing experience, therefore the requested rate is \$1.00 over the minimum

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
Welcome Week Booklet qty. 800 plus posters: \$1,350
Total: \$2,350

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: **\$1,000**

Question 19.

Food/Refreshments

Describe the funds you are requesting in detail.

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

[http://www.uwb.edu/getattachment/food/food-approval-form-and-cover-\(1\).pdf](http://www.uwb.edu/getattachment/food/food-approval-form-and-cover-(1).pdf)

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 them 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 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.

UW AMA Conference: \$20 per attendee * 5 = **\$100**
This is a marketing association conference put on and held at UW Seattle.

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.

\$82,112

Question 26. *

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>
- 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 3, 2017 and Friday, February 10, 2017. Someone from my group will be available to attend a brief hearing scheduled during that time frame.