



**Materials, Services, Facilities and Technology Fee  
Fiscal Year 2017-2018 Budget Request Form\***

**DUE: Friday, January 20, 2017 @ 5:00 P.M.**  
**Please return completed requests via email to [gina.matibag@csuci.edu](mailto:gina.matibag@csuci.edu)**

If you have questions about this form, please contact Gina Matibag at (805) 437-3320  
For additional information please consult the MSFT web page.

Project or Activity Title: Social Media & Graphic Design Assistant for Admissions & Recruitment

Name of organization requesting funds: Admissions & Recruitment Date: 1/9/17

Requestor: Frine Sullivan Contact Phone Number: (805) 437-8912  
E-mail: [frine.sullivan@csuci.edu](mailto:frine.sullivan@csuci.edu)

Amount of MSFT Funding Requested: \$12,360

Date Funding Needed by: 7/1/2017

Will you receive funds from any other source(s)? *NO*  
*If yes, please detail amount requesting from other source(s) as well as your total request for fiscal year 2016-2017 (including request from MSFT).*

Has this project or activity previously received MSFT funding? *Yes- attached is our 2015-16 end of year report and 2016-17 mid-year reports.*

Please describe how the use of MSFT funds for this project or activity will benefit the CI student body.

Please provide the following in your application. You may attach additional pages and materials (applicants may be requested to meet with the committee to discuss proposals):

- 1. Brief Project Description.** Describe the project and its benefits to the educational or co-curricular experience of students at CI. Please provide specific information about how MSFT funds will be used and their impact on the campus. Please describe how this project benefits CI students? Please describe items and provide justification if your request includes the purchase of computers, equipment, furniture or other materials. Please provide a timeline for implementation of the proposed project. If physical improvements are requested please describe need, scope and impact of work to be

completed. If the project includes provision of services please indicate the type of service, personnel costs and level or quantity of service to be provided with project funds.

*Social media and graphic design are an integral part of strategic student communications. In order to engage prospective students in the mission and value of attending CSU Channel Islands, we must communicate with them in the medium with which they are accustomed. Social media sites like Facebook, YouTube and Instagram are integrated into the daily communication of billions of people. In order to grow interest in our campus, we must utilize social media to create an active forum between current CI students and prospective students.*

*The MSFT funding associated with this position benefits students at CI in that we actively engage current students in the design and content development of our projects. Examples include: sharing their stories through the [“Why I chose to study at CI”](#) website, the design of infographics such as “Parking Tips & Tricks” and “The CI Mascot” and student produced videos such as [“CU@CI”](#). This content is then shared across social platforms with prospective students as well as the entire campus community benefiting the educational and co-curricular experience of students.*

*The MSFT funds will be used to support a student assistant position in the skilled area of graphic design and social media. This year we spoke with the career center while preparing the job posting and they stated that the posted rate of compensation for this skill set should be \$12.00/hr. Included in the cost this year is a 1-year subscription of the Adobe Design Suite Software. This is a new cost to us due to the change handed down from IT. Previously their office paid this.*

*The impact on the campus is the benefit of having a current student directly involved in the creation and design of prospective student communications. This draws a direct link between the campus community and how we communicate with prospective students.*

2. **Project/Activity Budget.** Please enclose a complete detailed budget of the entire project. Indicate (in **bold**) specific items of requested MSFT funding including (where applicable) a schedule and priority of project items to be considered if the project is funded at a reduced level. Were other, less costly, approaches considered when preparing the budget for the project? Are there elements that could be eliminated or deferred if funding is not available for the entire project?

Item	Cost	Timeframe	Amount
<b>Student Assistant</b>	20 hours per week @ \$12.00/hr.	About 51 weeks from July 1, 2017 to June 30, 2018	Amount: \$12,240
<b>Software for student</b>	\$10/month x 1 user	1 year subscription	Amount: \$120
Grand Total:			\$12,360

*Hiring a student assistant costs less than hiring a professional graphic design/social media staff. According to Career Services we must offer at least \$12/hour for this type of work.*

**Project List:**

- *Monthly Home Page Banners (mock-up and photography)*
- *Admitted Dolphin Days (graphic design, publications/social media posts/videos)*
- *Video Production projects:*
  - *Study Abroad video*
  - *Monthly Student Vlog: Topics include: Stem Center, Islands Café, University Course 392*
  - *Revise Where in the World is CI? video*
- *Infographics – create new informative graphics that highlight CI*
- *Transfer Information Sessions (photography, video, publication)*
- *Campus Preview Days (photography, video, publication)*
- *Community College Advertising- create and design print publication*
- *Major Fair flyers and posters*
- *New Major flyers*
- *WhyCI Testimonies (edits, photography)*
- *Summer Melt Social media campaign posts*

3. **Project Assessment.** Describe how the effectiveness of the project will be assessed and measures that will be used to determine if it has attained its objectives. Please note a report will be due at the end of the semester (or fiscal year for annual projects). If funded, how will the project acknowledge the use of student funds so that students are aware that their student fees made (or helped to make) it possible? If appropriate, indicate how the project or activity promotes sustainability at CI.

*The success of our department is ultimately determined by how many students enroll at CI every year. However, the effectiveness of each communication project can be assessed by tracking analytics including: number of views, click rates, site visits, comments and shares on each social media site or web page. For example we were able to see last year that our student- produced videos drew more online engagement and views than infographics. However infographics often drew more comments than videos. The overall objectives of using social media to engage and inform prospective students are measured in the online responses we receive and monitor.*

*If funded, all projects completed by the A&R graphic design/social media student assistant will be designated with a design graphic “For Students By Students”. This graphic will be added to the end of videos and at the bottom of graphic designs. It acknowledges that students played an integral part in the creative communications. This along with the mention of the MSFT funded position will be added to our [“Get to Know CI”](#) webpage. This webpage is our social hub for students and prospective students.*

4. **Sources of Project Support.** Please list the other sources of funding, and additional support for the activity. If this project or activity has been conducted previously please indicate how it was funded. Please explain if MSFT is the only source of support for the project.

*Due to limited resources, MSFT will be the only source of support for this project. Admissions & Recruitment endeavors to invest back in our student assistant by providing them with training and support throughout their time in our area. This includes the use of Lynda.com trainings to further their graphic design and social media skills. The A&R Student assistant also participates in networking opportunities within the Enrollment Management area and often interfaces with other student assistants in Enrollment.*

**Fiscal Management:** Project sponsor's unit or department may be responsible for incurred over and above what is funded through the MSFT. If support is requested for costs beyond initial award, or for use on activities or materials not included in approved proposals, the project sponsor must seek approval from the MSFT committee. The project sponsor will be responsible for managing purchases and transfers of funds related to approved projects.

Please review MSFT web page for information about the fund and its objectives before submitting your application.