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

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 Student Assistant for Graduate Studies Center**

Name of organization requesting funds: **Graduate Studies Center**   Date: **1/16/2017**

Requestor: **Sara Alcala** Contact Phone Number: **(805)437-3578**
E-mail: **sara.alcala@csuci.edu**

Amount of MSFT Funding Requested: **$8190**

Date Funding Needed by: **July 1, 2017**

Will you receive funds from any other source(s)?   YES   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? NO
If yes, please attach copy of report

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.

Since we are a fairly new center on campus, we need to increase our presence and exposure via social media. We currently do not have an employee who can monitor and update our social media accounts consistently & track our traffic. We would like to further engage and communicate to CI students and campus community about important post baccalaureate program deadlines and center information. This student assistant will be able to assist us in connecting & engaging CI students and help relay information via our social media accounts in a timely manner. We will continue to reach out to students via e-mail, our website and printed materials, but need to reach students on a different platform.

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?

> **Student Assistant (1)**
> **15 hours per week @ $10.50 p/h**
> **52 weeks from July 1, 2017-June 30, 2018**
> **Total Amount Requested: $8,190**
>
> Hiring a student assistant to monitor our social media accounts and assist with graphic design of our promotional flyers is less costly than hiring professional staff. We currently do not have anyone dedicated to monitoring & supporting our social media traffic or graphic design of materials.

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 student assistant's supervisor will be collecting the statistical data on social media traffic and responses on a regular basis to assess effectiveness of this position. They will also collect & measure data to compare social media traffic pre-student assistant to data accumulated while student assist is on staff. We would like to provide CI students and community with CI's post baccalaureate program information, deadlines and other GSC information and will see if this position will have an effect on how many students we reach and how they have heard about us. The supervisor will keep a list of projects and what was needed to reach out to prospective graduate 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.

There are no additional sources of funding for this position. The GSC will provide training and other internal resources for this student assistant to flourish.

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.

_____   _____   _____
Requestor   Signature   Date

___ _____   _____   _____
AVP / Dean   Signature   Date