



# Channel Islands

CALIFORNIA STATE UNIVERSITY

## 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 Intern**

Name of organization requesting funds: **Communication & Marketing** Date: **1/19/17**

Requestor: **Tom Emens** Phone Number: **(805) 437-8946** E-mail: **tom.emens@csuci.edu**

Amount of MSFT Funding Requested: **\$5500**

Date Funding Needed by: **August 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? **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.

Under the direction of Multimedia Coordinator for CI's Communication & Marketing (Tom Emens), this position will assist in the development of creative, strategic and tactical online marketing plans for social media and word of mouth driven campaigns. Specific duties include the following:

- Assist in social media engagements primarily with Academic Programs and services, including serving as a community content manager for select social spaces (e.g., Facebook pages, Instagram & Twitter feeds)
- Assist in gathering data around brand visibility for CSU Channel Islands, and traffic from social media monitoring tools, as well as creatively searching online
- Maintain awareness of new social media marketing techniques being used by others, as well as identifying opportunities to develop completely new techniques

This position is in alignment with President Beck's vision to streamline the social engagement of the university relative to internal and external communications .

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?

\$5500 for a student assistant (roughly 20 hrs/wk at \$9/hour for approximately 30 weeks over the course of the academic year) This is a less costly approach and provides a more interactive and engaging experience to both current and prospective CI students. Communication & Marketing will provide the student with an iPad mini for producing and posting social content and will provide training in social media best practices.

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 Multimedia Coordinator will be collecting statistical data on the number of views, responses and traffic for each of the social spaces utilized. Monthly data will be compiled into a midyear report for the MSFT committee to verify the progress of the project. There will be many opportunities to promote all academic programs, campus services, announcements, etc. Official campus media outlets, including websites, blogs, and social channels will also be promoted to generate as much traffic as possible.

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.

MSFT will be the only source of funding for the project. However, Communication & Marketing will provide training and support to the student intern, as well as ongoing best practices in social media communication.

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.