

Materials, Services, Facilities and Technology Fee Fiscal Year 2018-2019 Budget Request Form

DUE: Friday, January 19, 2018

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

▼ Application

Project or Activity Title

Social Media & Graphic Design Student Assistant

Requestor

Sara Alcala

Requestor Phone Number

8054373578

Requestor Email

sara.alcala@csuci.edu

Amount of MSFT Funding Requested

8580.00

Date Funding Needed by

July 1, 2018

Are you a member of the Division of Student Affairs?

- ☒ No
☐ Yes

Please select your AVP/Dean

Sevier, Brian - Dean, School of Education

Will you receive funds from any other source(s)?

- ☒ No
☐ Yes

Has this project or activity previously received MSFT funding?

- ☐ No
☒ Yes

Please list the 4-digit MSFT sequence and Title

17.08 Social Media & Graphic Design Assistant - Graduate Studies Center

Please attach a copy of report

Mid-Term Report-MSFT.docx

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 files as needed (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.

2. Project/Activity Budget

Please enclose a complete detailed budget of the entire project. Indicate 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?

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.

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.

Brief Project Description

Since we are a fairly new center on campus, we need to increase our presence and exposure via social media. We would like to maintain 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-social media.

Brief Project Description Additional Documents

Project/Activity Budget

Student Assistant (1)
15 hours per week @ \$11.00 p/h
52 weeks from July 1, 2018-June 30, 2019 (year round support needed)

Total Amount Requested: \$8,580
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.

Project/Activity Budget Additional Documents

Project Assessment

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. This position promotes sustainability by creating and publishing flyers online via our social media accounts and other electronic formats of campus wide distribution. The supervisor will keep a list of projects and what was needed to reach out to prospective graduate students.

Project Assessment Additional Documents

Sources of Project Support

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.

Sources of Project Support Additional Documents

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.