

# Materials, Services, Facilities and Technology Fee Fiscal Year 2019-2020 Budget Request Form

**DUE: Friday, January 25th, 2019**

If you have questions about this form, please contact David Daniels at [david.daniels@csuci.edu](mailto:david.daniels@csuci.edu)  
For additional information please consult the MSFT web page

## ▼ Application

### Project or Activity Title

Social Media & Graphic Design Student Assistant for Graduate Studies Center

### Requestor

Sara Alcala

### Requestor Phone Number

8054373579

### Requestor Email

sara.alcala@csuci.edu

### Staff Support Member for Activity

Sara Alcala

### Staff Support Member Email

sara.alcala@csuci.edu

### Amount of MSFT Funding Requested

9180.00

### Date Funding Needed By

7/1/2019

### Are you a member of the Division of Student Affairs?

- No  
 Yes

### Please select your AVP/Dean

Sevier, Brian - Dean, School of Education

Require\_DSA\_AVP\_Review

### 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

**Please attach a copy of report**

[final1708.pdf](#)

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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**

As a fairly new center, we need to increase our web 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 online traffic. We would like to further engage and communicate to CI students and campus community about important post baccalaureate program support, our services and resources to help facilitate student success. 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. This student assistant will also help us reach out to students via e-mail, our website and printed materials. Through this position, the student assistant will gain knowledge, awareness and insight as to what it takes to support the marketing efforts to keep campus community in the know and aware of our center's services. When this position was funded a couple of years back, we were able to increase student foot traffic to the center and many departments on campus learned more about what we do and how we can work together, via our online presence & literature, in support of our student's success. By utilizing web, graphic design and social media, we are able to garner interest in our campus and center's services.

**Brief Project Description Additional Documents**

**Project/Activity Budget**

\$9180  
51 weeks @ 12.00  
Skill Level I Range

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. This position is truly essential in promoting services which support student success and preparation for graduate school and/or other postbac career options.

**Project/Activity Budget Additional Documents**

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**Project Assessment**

We will be collecting the statistical data on social media traffic and responses on a regular basis to assess effectiveness of this position. Through the work of this position, we would like to provide CI students and community with CI's post baccalaureate program information, services and resources to help support postbac preparation and success. When this position was funded the last time, we were able to increase our social media and web presence, which yielded more foot traffic to our center and awareness of our services to our students & campus community. We were able to expand our reach, become more visible on campus and be successful in providing students with postbac options and services to help support their goals. Through our assessments that year, we were able to see that most individuals found out about us via our website, social media and flyers that our student assistant created.

**Project Assessment Additional Documents**

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**Sources of Project Support**

There are no additional sources of funding for this position. MSFT is the only source of support for this one time funding.

**Sources of Project Support Additional Documents****Accounting String to Fund Any Overage Above MSFT Award**

GD 901 748

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**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, transfers of funds, and all transactions related to approved projects

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

 Sara Alcala

Jan 25 2019

▼ AVP/Dean Review

I recommend approval of the MSFT Funds Request described on this page

I DO NOT recommend approval of the MSFT Funds Request described on this page

Comments

 Brian Sevier Jan 25 2019

### Final Report:

#### 17.08 Social Media & Graphic Design Student Assistant for Graduate Studies Center

**Report:** All MSFT funds spent down during the '17-'18 year for our Graduate Studies Center's Social Media & Graphic Design Student assistant. Since hired, our social media student assistant has had a great impact on our online presence and reach to our students. Social media traffic has gone up and we have received various accounts of students who have heard about our services and have learned more about us through our online presence. We hope to continue to highlight, advertise and otherwise provide students with an updated social media presence to help support their academic, career and personal post-baccalaureate aspirations. Our MSFT funded student assistant has worked hard to create an online presence, flyers and brochures that our students and other members of the campus community can benefit from and enjoy. There has been an increase in foot traffic and demand for our services at the Graduate Studies Center, due mainly to the hard work & dedication that our MSFT funded student assistant puts into her work. I direct and oversee our assistant's work and she has proven to be very capable, willing and dedicated to reaching out to our students and providing them with information necessary to help promote our services and attract them to our center. Thank you for making this all possible through the receipt of our MSFT funds, we look forward to continuing to make a strong impact online and through the brochures, flyers and other literature that our student assistant creates.

Please see the following examples of our student assistant's work:

Our student assistant helps **maintain & update our website** with current information & events:

# Graduate Studies Center

## Our Mission

The Graduate Studies Center (GSC) is dedicated to providing academic, professional and personal support services for post baccalaureate students at CI. Our services aim to facilitate access to post baccalaureate programs, to promote student success and program completion, and to foster professional, personal, and workforce development.

We are your one stop resource center for all of your graduate school needs!

### UPCOMING EVENTS

#### **Fall 2018 September Workshops**

#### **Graduate Studies Center: Who We Are**

Tuesday, September 11th at 11:30 am & 3:00 pm

#### **Crafting Your Personal Statement**

Tuesday, September 18th at 11:30 am

Wednesday, September 19th at 3:45 pm

#### **How to Prepare for the Graduate School Application Process**

### HOURS AND LOCATION

#### **Fall Hours**

Monday - Thursday: 9:00am - 9:00pm

Friday: 9:00am - 4:00pm

Saturday: 10:00am - 2:00pm\*

*\*For Graduate & Credential Students use\**

### IN THIS SECTION...

[About Us](#)

[Graduate School Resources](#)

[Graduate Writing Studio](#)

[School of Education Graduate Programs](#)

[Graduate and Professional School Fair](#)

[Services](#)

[Presentation Requests](#)

[Events and Activities](#)

[Explore El Dorado Hall](#)

[Contact Us](#)

With her expertise, our student assistant **designed our newly established all-encompassing GSC Brochure:**

## Aracely Flores



Meet with our Post-Baccalaureate Counselor to discuss CSUCI School of Education program and graduate school options.

### By appointment:

**Monday - Friday**  
9:00am - 4:00pm

Walk-in appointments  
starting 09/11/18

**2nd and 4th**  
**Tuesday**  
of each month from  
4:00pm - 6:00pm

\*Please note: hours are subject to change

To schedule an appointment with the counselor, visit  
[www.csuci.edu/gsc/](http://www.csuci.edu/gsc/) or  
call the Graduate Studies Center at (805) 437-3579.

### Monica Pereira

**Mondays**  
5:00pm - 7:00pm  
In person



### Nancy-Jean Pément

**Saturdays**  
10:00am - 12:00pm  
Via Zoom



### Mari Estrada

**Wednesdays**  
6:00pm - 8:00pm  
Via Zoom  
**Saturdays**  
10:00am - 12:00pm  
In person



### Graduate Writing Studio

The Graduate Writing Studio provides writing support to credential and graduate students in order to meet the increasingly complex requirements of advanced degree writing. Faculty instructors help students with writing tasks such as course assignments, thesis review, cover letters, and personal statements.

To schedule an appointment with a writing consultant, visit  
[www.csuci.edu/gsc/](http://www.csuci.edu/gsc/)

### GRE Test Preparation Sessions offered at the Graduate Studies Center

#### Topics covered in this course:

*Arithmetic, Text Completion, Sentence Equivalence, and Vocabulary*  
This will include a review of number properties, math vocabulary, and problem solving techniques, how to approach the text completion and sentence equivalence problems, and how to improve one's vocabulary, short and long term.  
*Algebra, Quantitative Comparison, and Reading Comprehension*  
This session will cover a review of algebra and how it can be both used and avoided, how to approach quantitative comparisons, and the précis method for reading comprehension.  
*Geometry and Analytical Writing*  
This will include a review of geometry formulae and concepts.

Dates and Registration details are on our website!

Check us out: <https://www.csuci.edu/gsc/>

#### Sally Casanova Pre-Doctoral Scholars Program

The CSU Pre-Doctoral Program each year identifies Sally Casanova Scholars. CSU Channel Islands faculty members have the opportunity to sponsor prospective graduate students from educationally disadvantaged backgrounds as candidates for the award (currently at \$3,000). Funded activities include site visits, travel and registration for national meetings and workshops, professional association memberships, GRE fees including prep course fees and graduate school application fees.

#### CSU Chancellor's Doctoral Incentive Program (CDIP)

Through the Chancellor's Doctoral Incentive Program (CDIP), the CSU provides student loans to individuals pursuing doctoral degrees. The program seeks to provide loans to doctoral students who are interested in applying for CSU instructional faculty positions after completion of the doctoral degree. Additionally, a portion of their loan from this program will be forgiven every year of employment in a qualifying position. Loans are available in amounts of up to \$10,000 per year to a total of \$30,000.

Questions about either program can be directed to Sara Alcalá at  
(805) 437-3579 or [sara.alcala@csuci.edu](mailto:sara.alcala@csuci.edu)

FALL 2018

### Graduate Studies Center

Events  
Workshops  
& Services

**Monday - Thursday**  
9:00am - 9:00pm

**Friday**  
9:00am - 4:00pm

**Saturday**  
10:00am - 2:00pm

**Sunday**  
Closed

El Dorado Hall  
(805) 437 - 3579

[gs.center@csuci.edu](mailto:gs.center@csuci.edu)

[www.csuci.edu/gsc](http://www.csuci.edu/gsc)



GRADUATE  
STUDIES  
CENTER  
CHANNEL  
ISLANDS

## Services

The Graduate Studies Center (GSC) is dedicated to provide academic, professional and personal support services for credential and graduate students at CI. Our services aim to facilitate access to credential and graduate programs, to promote student success and program completion, and to foster professional, personal, and work force development

- Graduate school outreach for CI undergraduates & alumni
- Program advising for School of Education graduate programs
- Hosting graduate & credential programs information sessions
- Graduate Writing Studio
- Free parking on a first come, first serve basis for credential & graduate appointments or study sessions
- Study space & free printing
- Lactation room with changing station

## Workshop Schedule

To register for any of the following workshops:

[tinyurl.com/y9hq2g32](http://tinyurl.com/y9hq2g32)

### Graduate Studies Center: Who We Are

**Tuesday, September 11<sup>th</sup> at 11:30 am & 3:00 pm**

This workshop is designed to provide information on the Graduate Studies Center and the services it provides to current undergraduate and graduate students, as well as alumni and community members. Come learn how the Graduate Studies Center can assist you in pursuing, planning and organizing your post-bac goals.

### Crafting Your Personal Statement

**Tuesday, September 18<sup>th</sup> at 11:30 am**

**Wednesday, September 19<sup>th</sup> at 3:45 pm**

Having trouble getting started with your personal statement? Have you finished, but are still unsure about it? In this workshop, you will gain tips for brainstorming, composing, and revising your statement.

### How to Prepare for the Graduate School Application Process

**Friday, September 21<sup>st</sup> at 10:30 am & 1:00 pm**

The primary outcome is for students to understand what materials they need to prepare a strong, persuasive application.

\*Attendees are encouraged to bring a list of graduate programs that interest them.

### Graduate Studies Center: Who We Are

**Monday, September 24<sup>th</sup> at 1:00 pm & 4:00 pm**

This workshop is designed to provide information on the Graduate Studies Center and the services it provides to current undergraduate and graduate students, as well as alumni and community members. Come learn how the Graduate Studies Center can assist you in pursuing, planning and organizing your post-bac goals.

### How to Request a Letter of Recommendation

**Thursday, September 27<sup>th</sup> at 10:00 am & 3:00 pm**

Letters of recommendation are required for applying to graduate school. Learn who to ask, when to ask, and how to ask for these letters to ensure a positive and meaningful recommendation.

### Mindfulness + Meditation Session

**Tuesday, October 2<sup>nd</sup> at 10:00 am & 2:45 pm**

In this session, you will learn and practice skills to calm the body and mind through guided relaxation techniques and breathing exercises.

### Personal Finance for College Students

**Tuesday, October 9<sup>th</sup> at 4:30 pm**

Money is a major issue for graduate students and now is a perfect time for you to revisit and learn about finances to help you plan for your future. Come learn about credit (and how to use it wisely), tools to develop a positive credit history and score, create and manage your own budget, ways to track spending, and options for student loan repayment.

### Creating a CV/Resumé for Graduate School

**Wednesday, October 10<sup>th</sup> at 10:30 am & 2:00 pm**

Need help writing a great resume to use for applying to graduate school? This workshop will help you build a solid and effective resume or CV.

### Identity Theft Solutions

**Tuesday, October 16<sup>th</sup> at 9:00 am**

Identity theft is becoming more common and sophisticated than ever. Session participants will learn the methods that identity thieves use to access confidential information, tools for preventing ID theft, and steps to take should identity theft occur.

### Crafting Your Personal Statement

**Tuesday, October 16<sup>th</sup> at 1:15 pm & 4:15 pm**

Having trouble getting started with your personal statement? Have you finished, but are still unsure about it? In this workshop, you will gain tips for brainstorming, composing, and revising your statement.

### How to Request a Letter of Recommendation

**Monday, October 22<sup>nd</sup> at 12:00 pm & 3:30 pm**

Letters of recommendation are required for applying to graduate school. Learn who to ask, when to ask, and how to ask for these letters to ensure a positive and meaningful recommendation.

### How to Prepare for the Graduate School Application Process

**Wednesday, October 24<sup>th</sup> at 12:00 pm & 3:30 pm**

The primary outcome is for students to understand what materials they need to prepare a strong, persuasive application.

\*Attendees are encouraged to bring a list of graduate programs that interest them.

### Managing Time & Stress

**Thursday, October 25<sup>th</sup> 11:00 am & 8:15 pm**

Feeling irritable? Performance in school slipping? Take a deep breath. You may be stressed. Stress is a normal and expected part of graduate school, but if left unmanaged, it could turn into distress or an even more disruptive condition. Attendees will learn tips to help them keep their stress from becoming distress.

### How to Prepare for the Graduate School Fair

**Thursday, November 1<sup>st</sup> at 11:00 am & 2:30 pm**

**Friday, November 2<sup>nd</sup> at 9:30 am & 1:30 pm**

**Monday, November 5<sup>th</sup> at 12:00 pm & 5:00 pm**

Interested in attending and learning more about graduate and professional school? Make the most of your Graduate and Professional School Fair experience at CSUCI by being prepared! Attend this workshop to gain the knowledge that can help you on your road to your graduate studies. At this workshop, we will review questions to ask representatives, current list of programs represented at the Grad. Fair and other tips to help you prepare for this year's fair.

### Teaching Your Children to Be Financially Successful

**Thursday, November 15<sup>th</sup> at 9:00 am**

At every age and in every stage of development, there are steps you can take to teach the children in your life about smart money management. In this session we will cover recent changes in finance markets and how that affects your child, discuss how you can identify "teachable moments", pinpoint some best practices based on age groups and learn about how to approach and broach the subject of finances.

### Crafting Your Personal Statement

**Friday, November 16<sup>th</sup> at 12:00 pm**

Having trouble getting started with your personal statement? Have you finished, but are still unsure about it? In this workshop, you will gain tips for brainstorming, composing, and revising your statement.

### Managing Time & Stress

**Friday, November 30<sup>th</sup> at 12:00 pm**

Feeling irritable? Performance in school slipping? Take a deep breath. You may be stressed. Stress is a normal and expected part of graduate school, but if left unmanaged, it could turn into distress or an even more disruptive condition. Attendees will learn tips to help them keep their stress from becoming distress.

### Creating a CV/Resumé for Graduate School

**Tuesday, December 4<sup>th</sup> at 12:30 pm & 4:30 pm**

Need help writing a great resume to use for applying to graduate school? This workshop will help you build a solid and effective resume or CV.

### Mindfulness + Meditation Session

**Wednesday, December 5<sup>th</sup> at 1:00 pm**

In this session, you will learn and practice skills to calm the body and mind through guided relaxation techniques and breathing exercises.

All workshops will take place in  
El Dorado Hall, unless stated otherwise.

To register for any of the following  
workshops:

[tinyurl.com/y9hq2g32](http://tinyurl.com/y9hq2g32)

Designs and post our flyers via e-mail, social media and on CI News:

## How to Prepare for the Graduate School Application Process

*El Dorado Hall 140  
Friday, September 21<sup>st</sup>  
10:30am and 1:00pm*

To register, visit:

[tinyurl.com/y9hq2g32](http://tinyurl.com/y9hq2g32)



For questions,  
contact:  
(805) 437-3579  
[gs.center@csuci.edu](mailto:gs.center@csuci.edu)

The primary outcome of this workshop is for students to understand what materials they need to prepare a strong, persuasive application.

*\*\*Attendees are encouraged to bring a list of graduate programs that interest them.*



Our MSFT funded student also regularly attends and photographs on-campus events in order to create engagement on social media.



 gsc\_csuci

gsc\_csuci The Graduate Studies Center would like to welcome all of the incoming freshmen, transfer, graduate, and credential students! It's been a hot few days but we look forward to seeing all of you in the fall once things cool down 🙌  
#csuci #csuchannelislands

   

28 likes

JULY 24

Add a comment...

More social media posts for our on campus events..



 gsc\_csuci

gsc\_csuci Hey everyone, next week we'll be having our Graduate School Panel Night! Here's your chance to meet individuals who have all gone through graduate school and taken very diverse career paths. You can register for the panel with the link below. We'll also be serving dinner 😊  
● tinyurl.com/ybeguuzx ● #csuci #csuchannelislands #californiastateuniversitychannelislands

   

15 likes

MARCH 2

Add a comment...

Flyers and posts are created in English and Spanish by our MSFT funded student assistant..



Thank you. If you have any questions, feel free to reach me at [sara.alcala@csuci.edu](mailto:sara.alcala@csuci.edu).

-Sara Alcalá