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Application Summary

Competition Details

Competition Title:	MSFT Applications for 2021-2022
Category:	Internal Funding
Award Cycle:	2021-2022
Submission Deadline:	03/16/2021 10:00 AM

Application Information

Submitted By:	Colleen Harris
Application ID:	840
Application Title:	Library Student Media Strategist and Content Creator Positions
Date Submitted:	03/12/2021 12:15 PM

Personal Details

Applicant First Name:	Colleen
Applicant Last Name:	Harris
Applicant Department:	Library
Email Address:	colleen.harris@csuci.edu
Phone Number:	(859) 420-8125
Who is the Staff Support for Project/Activity?:	Martha Reyes
Staff Support email:	martha.reyes@csuci.edu

Application Details

Proposal Title

Library Student Media Strategist and Content Creator Positions

Brief Project Description

Amount of MSFT Funding Requested: \$28,560

Proposal Details

Brief Project Description

Broome Library's Engagement team is requesting MSFT funds to fund two year-long technology-sophisticate student assistant positions that will allow us to better connect CI students with Library resources.

Longer Project Description

In January 2021 Broome Library underwent a minor reorganization and created a new department, Instruction, Engagement, and Assessment, with a particular focus on outreach and engagement with students and the rest of the campus community to deepen student relationships with the Library, strengthen the Library's ability to promote its resources to students, and to focus on equity in our engagement efforts. Social media and graphic design are an integral part of strategic student communications.

In order to engage students with the Library resources that lead to academic success, we must communicate with them in the medium they prefer. Social media sites like Instagram, YouTube, Facebook, and Twitter are integrated into the daily communication of billions of people. In order to grow interest in Library resources, we must strategically utilize social media to create an active relationship between the Library and our students. The Engagement team believes this falls under the purpose of MSFT funds under the provision "Provides services that enhance the educational experiences of students such as [...] additional support for students in directed projects."

We ask funding for two student assistant positions that will work closely together to grow the Library's social media efforts and be impactful to student engagement and success. While these positions may be considered year-long internships, the 'unpaid internship' is an inequitable practice, and we would prefer to pay the students who would do the following work:

Position 1: Student Assistant, Title: Social Media Strategist & Influencer

This student assistant position would focus on the technical details of managing integrated social media campaigns through programs such as Hootsuite and Linktree, developing a cohesive social media strategy to reach students as the Library identifies different student segments. This student would be responsible for such things as: search engine optimization (SEO) for Library content; targeted market segmentation for Library messaging through social media; strategic marketing of Library resources relevant to student interests; developing long-term Library-branded social media campaigns; reviewing the social media metrics to gauge interest and note changes in engagement; and more. This student would also use the Library's social media influence to capitalize on interesting posts by other entities and connect students to relevant Library so they can explore and sate their curiosity. For instance, this student would also be involved in strategically using the Library's nascent social media accounts (Instagram, YouTube, Facebook, and Twitter, with plans for TikTok) sharing posts by (for example) famous physicist Katie Mack to spark topical interest and connect students with the Library's research guides on relevant related resources.

Position 2: Student Assistant, Title: Content Creation and Graphic Designer

Examples of work expected of this assistant include developing multimedia content to promote library resources (which has been established in the research to improve student success outcomes) and contribute to the development and marketing of library programming. Programs requiring a graphic and multimedia artist include: the Black Scholars on Black Lives Lecture Series; Finals De-Stress activities; the Celebration of Faculty Accomplishments; monthly recognition content such as compilation videos of CI students, staff, and faculty reading their favorite poems for National Poetry Month; content to be developed with our new First Year Experience Librarian position focusing directly on freshmen and incoming transfer students; events the Library co-sponsors with the various Centers; and soon-to-be-developed library programming focusing on serving student heritage groups.

While these positions will benefit the Library greatly in "boosting our signal" and connecting students with

Library resources to improve success, an additional benefit is that we will actively engage current students in the design and content development of Broome Library projects and programming. This content will be shared across social platforms with prospective students as well as the entire campus community benefiting student educational and co-curricular experience.

The impact on the campus is the benefit of having current students directly involved in the creation and design of student communications from the Library; a student's perspective is invaluable when strategizing how best to get Library resources into students' hands (or onto their screens!). More crucially, these positions afford students critical professional development and career skills, such as developing their professional teamwork skills as they work alongside Library faculty and staff. In addition to honing their multimedia, graphic arts, and social media marketing campaign skills, the students in these positions will be considered full members of the Library Engagement team, with their input weighing as heavily as any staff or faculty member's. They will be able to develop significant projects from start to finish, will have a year's worth of work to add to their professional portfolios, and will directly contribute to their fellow students' success by linking student interests and academic needs with Library resources. In recognition of student MSFT contributions, we would be able to include recognition in graphics and campaigns such as "Student Funded, Student Created."

The Library's new Engagement department considers these technology-focused positions a crucial element of our intent to reach students more systematically and to bring the student voice into the organizational machinery that decides how to present information to students in a useful way. The Library was able to nimbly repackage resources and services to move entirely online for the course of the pandemic, which we are very proud of and hope has served our students well. This shift, however, has cost the Library much of its few resources. This in addition to our student assistant budget never being restored after the 2008 recession budget cuts means that the Library is unable to fund these positions at this time. We apply for these funds on behalf of our team and the Library because we see a congruence between our need for a student voice in the design of Library communications, and students' needs for portfolio-building professional experience.

Recurring Costs

None

Amount of MSFT Funding Requested

26,880

Project/Activity Budget Detail

Project/Activity Budget Detail

2 student assistants at \$14/hr and 20 hrs/week for approximately 48 weeks: \$26,880

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

No

Other Funding Sources

Has this project or activity previously received MSFT funding?

No

Acknowledgment

Fiscal Management

Project applicant/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 applicant/sponsor will be responsible for managing purchases, transfers of funds, and all transactions related to approved projects

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

**CSU Channel Islands
MSFT Proposed Budget
2020-2021**

Please layout in detail when various components of your plan will be complete in order to achieve key milestones. This information will be use to forecast the spending of MSFT within the fiscal year.
PS: all purchases/services need to be received and billed to CI before June 30th to account for the current fiscal year.

SAMPLE

Project or Activity Title

**Total Requested
\$\$**

Chemistry Laboratory Instrumataion Refresh

\$452,000

MSFT Planning Budget Calendar 2020-2021

Items or services requested to be funded	July 2020 -Period 1	August 2020-Period 2	September 2020 -Period 3	October 2020 -Period 4	November 2020 -Period 5	December 2020 -Period 6	January 2021 -Period 7	February 2021 -Period 8	March 2021 -Period 9	April 2021 -Period 10	May 2021 -Period 11	June 2021-Period 12	Grand Total
Purchase of UPS Power Conditioner				\$ 9,000.00									\$ 9,000.00
Purchase Glove Box			\$ 42,000.00										\$ 42,000.00
Purchase of Spectrohometer						\$ 156,000.00							\$ 156,000.00
Purchase of Fluorimeter							\$ 39,000.00						\$ 39,000.00
Purchase of Analytical Ultracentrifuge			\$ 198,000.00										\$ 198,000.00
Lab. Student assistant hours to set up equip.								\$ 2,000.00	###	\$ 2,000.00	###		\$ 8,000.00
Total	\$ -	\$ -	\$ 240,000.00	\$ 9,000.00	\$ -	\$ 156,000.00	\$ 39,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ -	\$ 452,000.00

CSU Channel Islands
MSFT Proposed Budget
2020-2021

Please layout in detail when various components of your plan will be complete in order to achieve key milestones. This information will be used to forecast the spending of MSFT within the fiscal year.
 PS: all purchases/services need to be received and billed to CI before June 30th to account for the current fiscal year.

Project or Activity Title

Total Requested
\$\$

Library student positions: social media strategist and content creator \$26,880

*formulas will calculate totals

MSFT Planning Budget Calendar 2020-2021

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2 assistants at \$14/hr for 20 hours per week for 48 weeks	\$ 2,240.00	\$ 2,240.00	\$ 2,240.00	###	\$ 2,240.00	\$ 2,240.00	###	\$ 2,240.00	###	\$ 2,240.00	###	\$ 2,240.00	\$ 26,880.00
insert your items or service here													\$ -
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insert your items or service here													\$ -
insert your items or service here													\$ -
insert your items or service here													\$ -
* you can add lines to your budget by inserting lines here													\$ -
Total	\$ 2,240.00	\$ 2,240.00	\$ 2,240.00	\$ 2,240.00	\$ 2,240.00	\$ 2,240.00	\$ 2,240.00	\$ 2,240.00	\$ 2,240.00	\$ 2,240.00	\$ 2,240.00	\$ 2,240.00	\$ 26,880.00

Applicants:

Dr. Colleen S. Harris, Head of instruction, Engagement, & Assessment

colleen.harris@csuci.edu

Colleen cell: (859) 420-8125

and Rayheem Eskridge, Public Services Librarian

Rayheem.eskridge@csuci.edu

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What we need and are asking of MSFT funds are two student assistant positions that will work closely together to grow the Library's social media efforts and be impactful to student engagement and success. While these positions may be considered year-long internships, the 'unpaid internship' is an inequitable practice, and we would prefer to employ—and pay—the students who would do the following work:

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The MSFT funds will be used to support two student assistant positions in the skilled area of graphic design and social media. The rate of compensation will be \$14.00/hr. The Adobe Design Suite software is available to students via ITS's "OnTheHub," and the Library has funded subscriptions to Linktree and Hootsuite social media applications to facilitate cohesive social media campaigns with clear metrics for assessment of impact.

The impact on the campus is the benefit of having current students directly involved in the creation and design of student communications from the Library; a student's perspective is invaluable when strategizing how best to get Library resources into students' hands (or onto their screens!). More crucially, these positions afford students critical professional development and career skills, such as developing their professional teamwork skills as they work alongside Library faculty and staff. In addition to honing their multimedia, graphic arts, and social media marketing campaign skills, the students in these positions will be considered full members of the Library Engagement team, with their input weighing as heavily as any staff or faculty member's. They will be able to develop significant projects from start to finish, will have a year's worth of work to add to their professional portfolios, and will directly contribute to their fellow students' success by linking student interests and academic needs with Library resources. In recognition of student MSFT contributions, we would be able to include recognition in graphics and campaigns such as "Student Funded, Student Created."

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Project/Activity Budget Detail

2 student assistants at \$14/hr and 20 hrs/week for approximately 48 weeks: \$26,880

Has MSFT previously funded this project?

No, the Library previously has not had a robust enough Engagement department to make this request until now.

Recurring Costs

No costs beyond the yearlong positions, though we hope to locate funds to create a permanent yearly paid opportunity for students to do this work in the Library.

Funds from other sources

Library funding for social media campaign development includes:

Linktree Pro (annual): \$60

Hootsuite Professional Plan (annual): \$348