



**Materials, Services, Facilities and Technology Fee
Fiscal Year 2014-2015 Budget Request Form***

DUE: Friday, February 14, 2014 @ 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 Assistant

Name of organization requesting funds: Biology Program

Date: 2/10/14

Requestor: Catherine Hutchinson
catherine.hutchinson@csuci.edu

Contact Phone Number: (805) 437-8403

E-mail:

Amount of MSFT Funding Requested: \$6492.65

Date Funding Needed by: August 2014

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 2013-2014 (including request from MSFT).

Has this project or activity previously received MSFT funding? YES
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):

- 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 the Multimedia Coordinator, these positions 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:

- Assist in social media engagements with the CI Biology Program, including serving as community content manager for select social spaces (e.g., Facebook pages, Twitter feeds)
- Assist in gathering data around brand visibility for the CI Biology Program, 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 look for opportunities to develop completely new techniques

In order to do this effectively the assistant will need an iPad Mini to access the select social spaces that the CI Biology Program will be posting to. The program currently has an MSFT iPad for one of the assistants to use.

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?

\$5760 (10 hrs/wk - \$9/hr) for two student assistants, See attached for iPad Mini quote. See attached for iPad case and keyboard.

This is a less costly approach as currently we are printing and mailing posters and flyers to promote the Biology Program. The iPad Mini is a one-time purchase and will not be needed again for at least several years.

There are not 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.

The Multimedia Coordinator will be collecting statistical data on the number of views, responses and traffic each social space that is selected for posting. Please see attached data. We would like to continue using this method to promote not only our program to other sources, but to sustainably promote the activities and events that are hosted by the CI Biology Program. This method has allowed us to slowly move away from printing materials and make the CI Biology Program more sustainable.

4. **Sources of Project Support.** Please list the other sources of funding, and additional support for the activity. Please explain if MSFT is the only source of support for the project.

MSFT will be the only source of support for the project. At this time Marketing and the Biology Program do not have budgeted funds for a student assistant or equipment.

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.

Proposal 2101186055

Proposer: Christopher Murphy

Thank you for your proposal dated 02/11/2014. The details we've provided below are based on the terms assigned to account 503102, CSU CHANNEL ISLANDS.

To access this proposal online, please search by referencing proposal number 2101186055.

Comments from Proposer:

Part Number	Description	Total Quantity	Unit Price	Total Price
ME277LL/A	iPad mini with Retina display Wi-Fi 32GB - Space Gray	1	499.00	499.00 USD
			Recycle Fee	3.00 USD
S4745LL/A	AppleCare+ for iPad	1	99.00	99.00 USD
Subtotal				601.00 USD
Estimated Tax				37.43 USD
Total				638.43 USD

Please note that your order subtotal does not include Sales tax or rebates. Sales tax and rebates, if applicable, will be added when your order is processed.

How to Order

If you would like to convert this Proposal to an order, log into the Apple Store for Education Institution and click on Proposals. Then search for this Proposal by entering the Proposal number referenced above.

Note: A Purchaser login is required to order. To request Purchaser access for your Apple Account, please click on the Apple Store for Education Institution and select the 'Register' link from the store login page. Purchases under a Proposal are subject to the terms and conditions of your agreement with Apple and the Apple Store for Education Institution.

Please contact us at 800-800-2775, if you have further questions or need assistance.

The prices and specifications above correspond to those valid at the time the proposal was created and are subject to change.

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Shopping Cart

2 items to buy now

Price

Quantity



rooCASE Super Bubble Neoprene Sleeve Case Cover for

\$19.22

Apple iPad M... by rooCASE

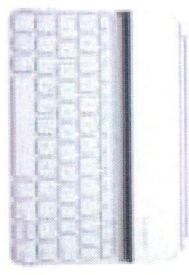
In Stock



This is a gift [Learn more](#)

[Delete](#) [Save for later](#)

You save:
\$10.76(36%)



Logitech Ultrathin Keyboard Cover Mini for iPad mini -

\$75.00

White by Logitech

Only 4 left in stock.



Gift options not available [Learn more](#)

[Delete](#) [Save for later](#)

You save:
\$4.99(6%)

Subtotal (2 items): \$94.22

Social Media Report for CI Biology for MSFT funding (8/13 - 1/14)

The attached statistical data for the CI Biology Facebook page is a snapshot of social activity prior to the hiring of the MSFT-funded assistant until the present day (8/13-1/14). Each section is explained in detail below. Some overlapping sections have been omitted:

FAN GROWTH:

97 New CI Biology Fans: The number of new Facebook users that have liked the CI Biology page

PAGE IMPRESSIONS:

101,061 Page Impressions: The total number of times any Facebook user (fan or not) could have potentially seen any content associated with the CI Biology page in their News Feed or Ticker or by direct visits to the page.

26,501 Users: The number of unique users (fans or not) that have seen any content associated with your page.

3,400 Fans: Total impressions generated by the people that have liked the CI Biology page.

13,200 Page Posts: Total impressions generated from comments on CI Biology posts.

16,800 Mentions: Total impressions generated by people who tagged CI Biology in a post or comment.

54,900 Organic: The number of times your posts were seen in News Feeds or Tickers or on visits to your Page. These impressions can be Fans or non-Fans.

37,400 Viral: Total impressions generated from a story published about CI Biology (aka from a Page Post, User Post, Mention or Fan as described under Impression Breakdown).

IMPRESSION DEMOGRAPHICS:

The male/female statistical data matches fairly closely to the CI stats for enrollment (**35/65**). **Targeting more males or any other specific group within the demographic spread can be accomplished with targeted Facebook ads and by “boosting” posts for pennies a day. Communication & Marketing can assist with this as part of CI Biology’s enrollment goals.**

STORIES:

1,300 Stories Created: A story on Facebook is created when a user interacts with the CI Biology page by: posts to the wall, answers a posted question, RSVP's to an event, mentions the page, likes or comments on the page, etc.

938 Users: The number of people that created stories about CI Biology page.

CONTINUED MSFT SUPPORT:

In just one semester, MSFT support of CI Biology has been able to attract and engage nearly 100 fans, with a potential of over 100,000 page impressions on Facebook. From this interaction, CI Biology has been able to open a dynamic channel of communication to current and prospective students. This is important for several reasons:

- CI Biology has publishing access to more than **9000 followers** on CI's other major accounts on Facebook, Twitter, and Instagram, so the potential for further growth will only increase.
- The social media assistant for CI Biology has learned best practices in social media that can be applied to real-world communication standards for business.
- CI Admissions & Recruitment recently became the first CSU to utilize **Uversity**, the premier social media recruitment tool, further solidifying the role social media in yielding potential students.
- CI Technology & Communications recently started a partnership with **Campus Quad**, a private CI social network that can further the social media efforts started by CI Biology.

FACEBOOK PAGE REPORT

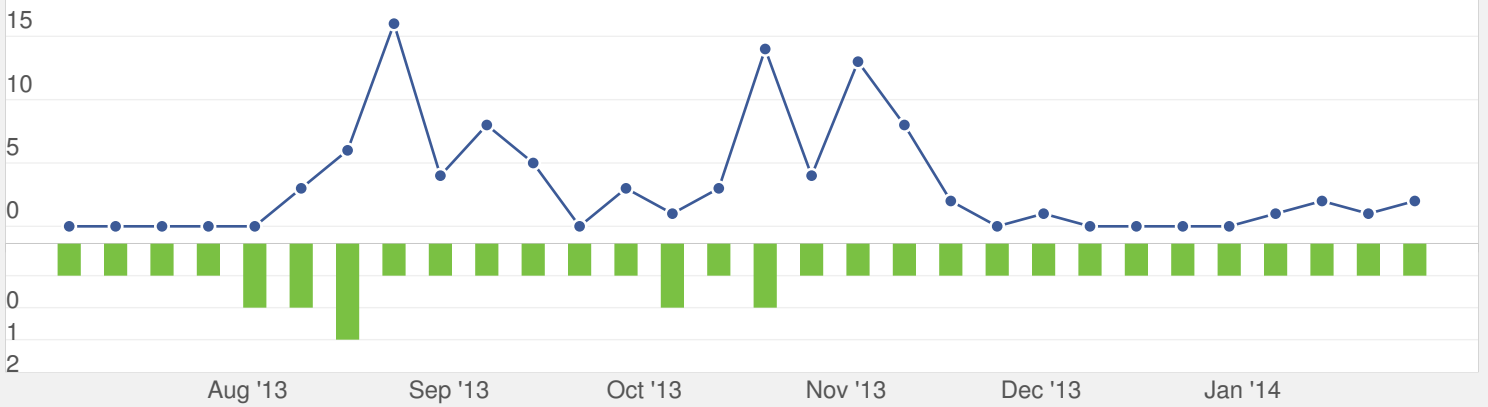
from July 1, 2013 - January 30, 2014

CI Biology

FAN GROWTH

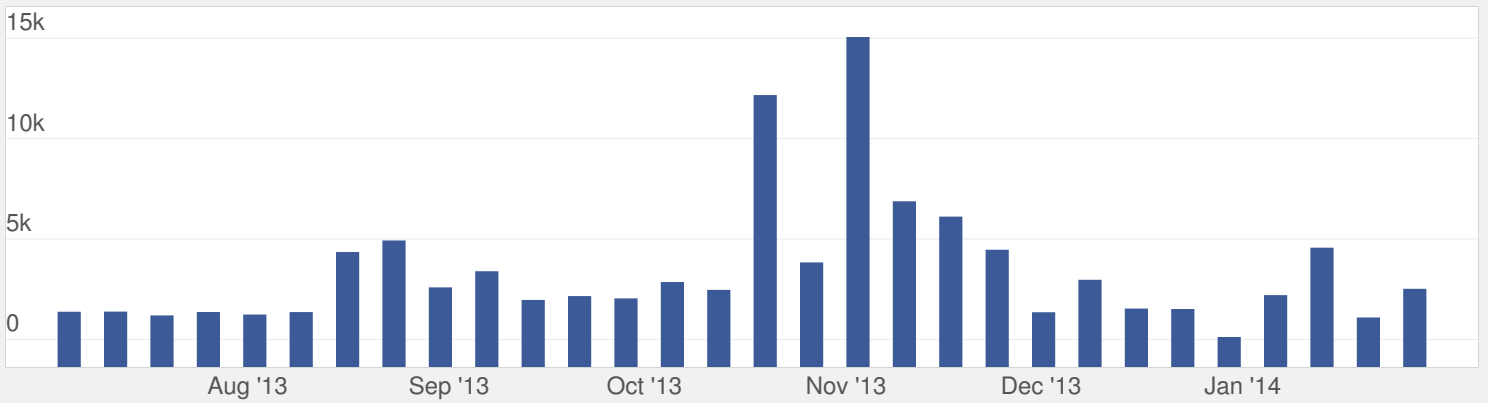
137 Total Likes, and 24 people talking about this

New Fans 97 Unliked your Page 6

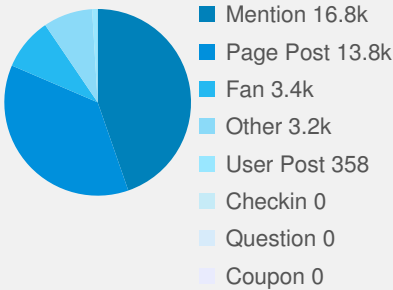


PAGE IMPRESSIONS

Impressions 101,061 by 26,501 users



IMPRESSIONS



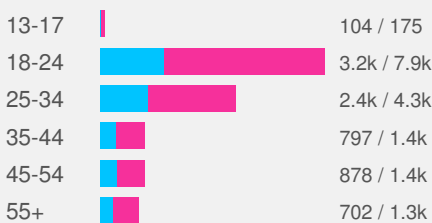
BY DAY OF WEEK

Day	Avg	Total
Sun	228.2	6.8k
Mon	594.5	18.4k
Tue	832.1	25.8k
Wed	478.8	14.8k
Thu	496.2	15.4k
Fri	328.9	9.9k
Sat	329.9	9.9k

IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

AGE & GENDER



TOP COUNTRIES

United States	23.7k
India	310
Germany	85
Mexico	79
Philippines	77

TOP CITIES

Camarillo, CA	5.5k
Ventura, CA	2.3k
Oxnard, CA	2.3k
Los Angeles, CA	1.3k
Thousand Oaks, CA	897

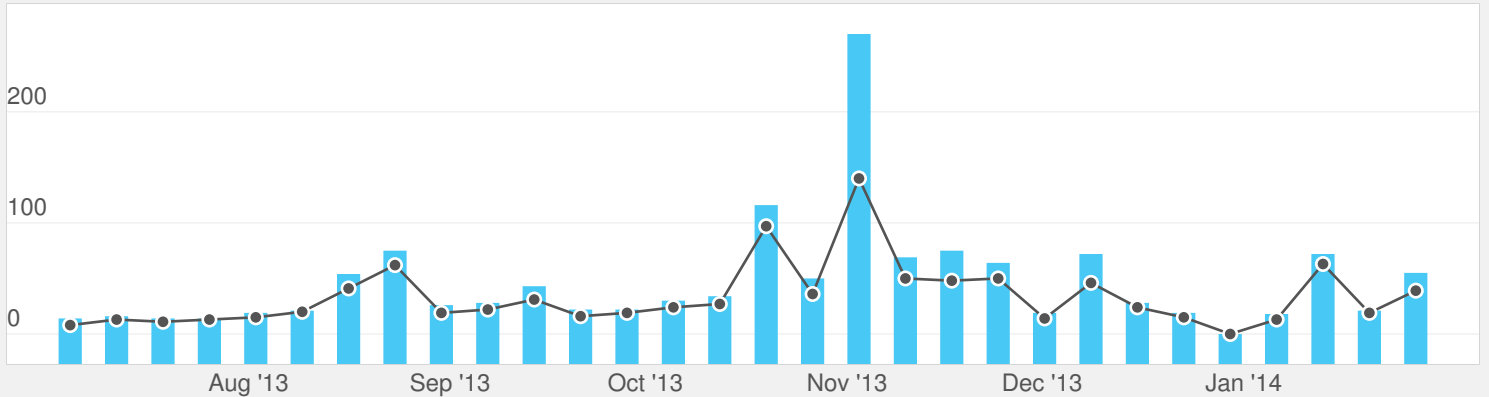


SHARING

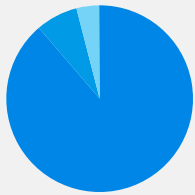
how people are sharing your content

STORIES

Stories Created **1,380** by 995 users



SHARE TYPE



- Page Post 1.2k
- Fan 96
- User Post 52
- Mention 1

BY DAY OF WEEK

Day	Avg	Total
Sun	3	89
Mon	9	278
Tue	9.7	302
Wed	8	248
Thu	5.3	165
Fri	5.5	164
Sat	4.5	134

SHARER DEMOGRAPHICS

Here's a quick breakdown of people creating stories on your Facebook Page

AGE & GENDER

Age Group	Count
13-17	1
18-24	11 / 34
25-34	7 / 11
35-44	1 / 4
45-54	2 / 3
55+	1 / 1

TOP COUNTRIES

Country	Count
United States	72
Australia	2
New Zealand	1
India	1

TOP LOCALES

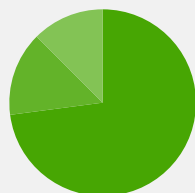
Locale	Count
English (United States)	73
English (United Kingdom)	2
English (Pirate)	1



YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Photo 35
- Status 7
- Link 6

	AVG	TOTAL
Reach	103.43	4.86k
People Talking About This	4.89	230
Engagement	16.06%	15.47%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	LIKES	COMMENTS	SHARES	ENGAGEMENT
01/30/14	Some of the insects collected and pin...	89	30	5	5	--	--	33.71%
01/29/14	A lamprey from Dr Norris's Ichthyolog...	74	16	8	8	--	--	21.62%
01/28/14	Interested in ornithology, conservati...	60	28	3	2	--	2	46.67%
01/27/14	Biology tutoring has begun! Tutor hou...	71	21	8	8	--	1	29.58%
01/25/14	So the first week of the semester is ...	108	32	4	4	--	--	29.63%
01/24/14	With the new semester comes a new Bio...	106	23	5	5	--	--	21.7%
01/24/14	Hey, everyone! The schedule for the S...	87	23	7	7	--	--	26.44%
01/22/14	Need a ride to school? Thru February ...	38	1	0	--	--	--	2.63%
01/21/14	Have an A&P lab? Here's a handy pictu...	128	30	10	10	1	--	23.44%
01/15/14	Today on campus it was business as us...	37	5	2	2	--	--	13.51%
01/15/14	Here's another great summer research ...	45	4	1	1	--	--	8.89%
01/15/14	Hey, all! Looking for some research e...	--	--	--	--	--	--	%
01/14/14	Love marine biology? Wish you could d...	1.1k	150	45	39	3	5	13.43%
01/13/14	Butterflies found near campus from th...	60	13	6	6	--	--	21.67%
01/13/14	What are these pictures of? Check out...	63	9	2	1	1	--	14.29%
01/08/14	There is a free talk at the Santa Bar...	55	5	2	2	1	--	9.09%
01/07/14	Field Experience Opportunity: Western...	43	5	0	--	--	--	11.63%
01/07/14	Hey, bio folks! We are back (more or ...	96	26	4	3	1	--	27.08%
12/21/13	Looking for some lab experience this ...	140	24	4	3	--	1	17.14%
12/21/13	All three states of water can exist a...	56	11	4	4	--	--	19.64%
12/20/13	Ctenopoma acutirostre (African leaf f...	45	5	1	1	--	--	11.11%
12/20/13	African Leaf Fish (Ctenophora acutiro...	4	--	0	--	--	--	%
12/19/13	In the latest edition of Channel Maga...	88	21	6	6	--	--	23.86%
12/18/13	Yellowstone National Park may look li...	44	4	2	1	1	--	9.09%