



Channel Islands

CALIFORNIA STATE UNIVERSITY

**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 Intern

Name of organization requesting funds: ESRM Program

Date: 2/14/14

Requestor: Don Rodriguez Contact Phone Number: (805-437-8494) E-mail:
donald.rodriguez@csuci.edu

Amount of MSFT Funding Requested: \$6492.65

Date Funding Needed by: August 2014

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 2013-2014 (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):

- 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:

- Assist in social media engagements with the CI ESRM Program, including serving as community content manager for select social spaces (e.g., ESRM blog, Facebook pages, CI Instagram & Twitter feeds)
- Assist in gathering data around brand visibility for the CI ESRM 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 to access the select social spaces that the CI ESRM Program will be posting to.

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 (20 hrs/wk - \$9/hr), for a student assistant. See attached quote for iPad mini, keyboard & case (from Apple & Amazon)

This is a less costly approach and provides a more interactive and engaging experience to both current and prospective CI ESRM students. Additionally, as CI embraces more social networking, this effort will become a natural extension of the Art program's promotional campaigns.

The iPad is a one-time purchase and will not be needed again for at least several years. There aren't any 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. We would like to use the method to promote not only our program to other sources, but to sustainably promote the activities and events that are hosted by the CI ESRM Program. While we may continue to print posters and flyers to post around campus and send out to the community, we would like to move away from this format and use social media to do this instead.

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 ESRM Program do not have budgeted funds for a student assistant or equipment. However, CI Communication & Marketing will provide training and support to the student intern. This will provide the participating intern with valuable social networking experience.

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

(see attached report)

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.

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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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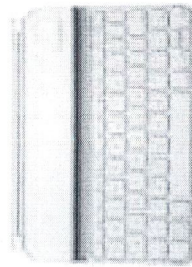
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Subtotal (2 items): \$94.

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.