Channel Islands

CALIFORNIA STATE UNIVERSITY

Materials, Services, Facilities and Technology Fee
Fiscal Year 2015-2016 Budget Request Form*

DUE: Friday, January 9, 2015 @ 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: 12/11/14

Requestor: Catherine Hutchinson   Contact Phone Number: (805) 437-8403   E-mail: catherine.hutchinson@csuci.edu

Amount of MSFT Funding Requested: $4372.41

Date Funding Needed by: August 2015

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 2014-2015 (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):

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.

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. Since the student will be posting to various CI Biology Program social spaces and going through the CI server, the Multimedia Coordinator will need to control access and will need to be able to approve all content. Therefore students are not allowed to use a personal device.

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?

3. **$3600 (10 hrs/wk - $10/hr) for one student assistant, See attached for iPad Mini quote. See attached for iPad Mini 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

4. **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.

5. **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.

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.

Apple Store for Education Institution

Proposal 2101570161

Proposer: Christopher Murphy

Thank you for your proposal dated 12/11/2014. 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 2101570161.

Comments from Proposer:

Part Number	Description	Total Quantity	Unit Price	Total Price
MGP32LL/A	iPad mini 3 Wi-Fi 128GB - Space Gray	1	579.00	579.00 USD
			Recycle Fee	3.00 USD
S4745LL/A	2-Year AppleCare+ for iPad	1	79.00	79.00 USD
		Subtotal		661.00 USD
		Estimated Tax		43.43 USD
		Total		704.43 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 [https://ecommerce.apple.com] 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, log into 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.

Shop by
Department ▾

Search | All ▾ | Go

Hello, Catherine
Your Account ▾

Your
Prime ▾

1
Cart ▾

Wish
List ▾

Catherine, get the Amazon.com Rewards Visa Card and
Get $70 off instantly

Current Total:	$ 67.98
Gift Card:	- $ 70.00
Cost After Savings:	**$ 0.00**
Savings Remaining:	$ 2.02

Apply now

Subtotal (1 item): $67.98

☐ This order contains a gift

Proceed to checkout

or

Sign in to turn on 1-Click ordering.

Estimate your shipping and tax

Shopping Cart

	Price	Quantity
Logitech Ultrathin Keyboard Folio for iPad mini 3/ mini 2/ mini - Carbon Black by Logitech In Stock	**$67.98** You save: $22.01 (24%)	1

☐ This is a gift Learn more
Delete   Save for later

Subtotal (1 item): $67.98

The price and availability of items at Amazon.com are subject to change. The Cart is a temporary place to store a list of your items and reflects each item's most recent price. Learn more

Do you have a gift card or promotional code? We'll ask you to enter your claim code when it's time to pay.

Items from Your Wish List

Skechers Women's Go W...
(620)
~~$65.00~~ $47.99
Add to Cart

OXO Good Grips 4-Cup...
(528)
~~$14.99~~ $14.95
Add to Cart

Soap & Glory Heel Gen...
(27)
$14.50
Add to Cart

Skechers Women's Go W...
(620)
~~$65.00~~ $56.95
Add to Cart

Customers Who Bought Items in Your Cart Also Bought

Page 1 of 3

Apple iPad mini ...
(2967)
~~$329.00~~ $247.00
Add to Cart

Grove Square Hot ...
(2467)
$11.99
Add to Cart

Nickelodeon, Paw ...
(72)
$29.99
Add to Cart

Your Recently Viewed Items and Featured Recommendations

Inspired by your browsing history

Page 1 of 6

Tech Armor Apple iPad 4, 3 & 2 ...
★★★★☆ (2,897)
$7.95 ✓Prime

Apple 12W USB Power Adapter
★★★★☆ (757)
$15.99 ✓Prime

Belkin Slim Style Keyboard Case...
★★☆☆☆ (74)
$89.99 ✓Prime

Logitech Keyboard Folio for iPad...
★★★★☆ (250)
$81.00 ✓Prime

Tech Armor /...
★★★★★ (2
$9.95 ✓Pri