Materials, Services, Facilities and Technology Fee
Fiscal Year 2016-2017 Budget Request Form*

DUE: Friday, January 15, 2016 @ 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 & Graphic Design Assistant for Admissions & Recruitment

Name of organization requesting funds: Admissions & Recruitment   Date: 1/15/2016

Requestor: Frine Sullivan   Contact Phone Number: (805) 437-8912
E-mail: frine.sullivan@csuci.edu

Amount of MSFT Funding Requested: $7,650

Date Funding Needed by: 7/1/2016

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 2015-2016 (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.

We would like to continue to have a social media/graphic design student assistant in order to further engage our students about CI and be able to communicate with them in an avenue they are progressively using. Currently social media sites like Facebook and Twitter are integrated into the lives of billions of people. In order to grow interest in our campus, we must provide an active open forum between CI and prospective students. This student will be able to provide the services we need in order to engage students and communicate with them in a timely manner. This student will also assist in creating new and updating existing Admissions & Recruitment publications that will further engage our students about CI.

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?

Student Assistant (1)	15 hours per week @ $10.00/hr	About 51 weeks from July 1, 2015 to June 30, 2015	Total Amount: $7,650

Hiring a student assist is less costly than hiring a professional staff to solely manage our social media accounts and update Recruitment publications.

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 student assistant's supervisor will be collecting statistical data on the number of views, responses and traffic within each social media space. We would like to use this method to promote, engage, and communicate with students about CI. While we will continue to reach out to students through other avenues such as e-mail and print publications, we would like to be able to continue our efforts through social media and further expand our demographics and service areas. The supervisor will also keep a project list log of all print and other items needed & completed that will help promote CI to prospective students through e-mail and print publications.

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.

Due to limited resources, MSFT will be the only source of support for this project. However, Admissions & Recruitment will provide ample training and support and will allow this student the opportunity to network within the Enrollment Management area.

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.

_Frine Sullivan _____   _____   _____
Requestor   Signature   Date

__Ginger Reyes _____   _____   _____
AVP   Signature   Date

Report of MSFT Funds used in 2015-16:

1. Hired student assistant October 2016 due to notification of incoming funds from MSFT.
2. Went through a multiple trainings to learn the following:
   a. Meta Tagging
   b. How to post TV messages
   c. Creating accessible documents
   d. How to use video and camera equipment
   e. Social Media postings for Admissions & Recruitment Training (coming March)
   f. HTML training (coming in late February)
   g. Uveristy Training (coming in February)
3. Student has assisted in completing the following print publications and projects for Admissions & Recruitment
   a. Transfer Enrollment Guide
   b. Signage for Sage Hall 1st Floor
   c. Posting TV messages signage from all areas on campus
   d. Converted 27 existing forms into all new accessible forms for Records & Registration Office
   e. Assisted in taking photos of students/faculty for Recruitment Publications through events such as: Transfer & Freshmen Preview days, campus tours, Faculty Videos, and campus life.
   f. Worked on Naviance project – assisted in providing descriptions of different areas on campus to be later used on the website.
   g. Campus Map (currently working on)
   h. Will be assisting in monitoring Uveristy CI Facebook page for Prospective students (February – June)
   i. Will be assisting in posting and monitoring events intragram posts for Admitted Dolphin Days (April 2016)
   j. Will be assisting in Campus Tour Presentation filming to help parents and students learn about CI when they are not able to come for a campus tour (coming in March)