

2011-2012 SAF Contingency Application

Heather Apel-Lowe

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Program/Service Title

Student Life Marketing

Campus Department

Office of Student Life

Contact Person

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Executive Summary of Your Proposal

Please provide a concise overview of the program, activity, or service for which you seek funding.

We would like to attend the NACA National Convention in Charlotte, North Carolina from February 25-29. "The National Association for Campus Activities (NACA) advances campus activities in higher education through a business and learning partnership, creating educational and business opportunities for its school and professional members."

(<http://www.naca.org/aboutus/Pages/default.aspx>)

At this conference we will attend lectures, performances, and educational sessions. The educational sessions cover a range of topics from event planning to how to improve campus marketing. We are especially interested in the sessions on marketing, as well as the networking opportunities that the conference provides. We will network and collaborate with marketing assistants from schools all over the country. We also plan to volunteer and help facilitate the conference.

Need for this Program/Service

In 150 words or less, please describe the need for this program or service. Please include any data that might support your proposal (e.g., the number of students who have participated in your service or program in the past). If your program is currently funded by SAF, please indicate how you have used the money to help your organization meet its goal(s).

"NACA now has more than 950 college and university members and over 500 associate

members who represent artists, lecturers and performers." As marketing assistants for the Office of Student Life, we provide marketing assistance to student groups such as the Campus Events Board and Associated Students of the University of Washington Bothell. We ensure that the campus is made aware of events and keep students up-to-date on Student Life news. We hope to network with other marketing assistants from campuses around the country and gain insight on how to improve our marketing. While at the NACA West Regional Conference, we found that there were several marketing educational sessions being taught at the same time. Because there were two of us, we were able to each go to a different session and bring the information from those sessions together. The information gained from these sessions was very relevant to our campus and will help not only us, but future marketing assistants as well. At the NACA National Conference, we hope to attend more educational sessions and bring even more new marketing ideas back to campus.

How do you plan to assess the program or service?

How do you plan to track the effects of this program or service?

For example, how would track how the event/program/service went? How would you track how successful it was and what you could change in the future?

After the conference, we will implement new marketing strategies on campus. We can assess how these affect student involvement on campus by using various resources to track student attendance at events as well as the number of students interacting with our marketing. We expect to learn more ways of assessing student involvement at the conference.

Estimate number of students that will benefit from your proposed program/service

In 150 words or less, estimate how many currently enrolled students will likely benefit from your proposed service or program. Please estimate the number of other individuals (and indicate their affiliation) that might benefit from this service or program. Finally, please indicate other sources of financial support.

We feel that there will be a campus-wide benefit

from this conference. In addition to the general campus population viewing and interacting with our marketing, student groups and the Office of Student Life will benefit.

Benefits to Participants

In 150 words or less, please describe the benefits that participants are likely to gain by attending or participating in this program or service.

We previously attended the NACA West Regional Conference in Spokane, Washington. During that conference, we attended several educational sessions and learned new marketing strategies. We believe that the National Conference will provide us with even more new marketing ideas, which we can then bring back to campus and share with student groups as well as implement within the Office of Student Life. Additionally, we plan to create a marketing handbook for future marketing assistants.

We will include all of the ideas and information gained from both the NACA West and National conferences. This handbook will be useful in training new marketing assistants and will provide helpful tips for marketing on the UWB campus.

Additional Information

Please include any other information you feel is relevant to your request. (There is no character limit on this field.)

Salary/Wages

Benefits

Benefits paid to regular employees working at least .50 FTE should be calculated at 33.4% of earnings. Benefits paid to hourly employees should be calculated at 14.9% of earnings.

Honoraria

Facilities Rentals/Set-Ups

If you require facilities rentals/set-ups, please indicate it here.

Telecommunications

Telephone equipment should be estimated at \$35 per handset, per month (this includes only one extension).

Security

Printing & Photocopying

Transportation

2 round-trip flights to Charlotte: \$750

Meals and Lodging for Travel

Food: \$180/person=\$360

Hotel: \$215.06/night, including tax; 5 nights=\$1,075.31

Office Supplies

Food/Refreshments

Equipment Rentals/Purchase

Other

Please include any other expenses that don't fall under any of the above categories.

Conference Registration: \$320/person=\$640

Total Amount Requested

\$2,825.31