

## **SAF Annual Proposal Form for the 2016- 2017 Academic Year**

The SAF Committee will be accepting applications for the annual budgeting cycle from November 30, 2015 until 5:00pm on January 14th, 2016. The intent of the annual operating budget is to support on-going student activities, services, and programs. Services and Activities Fees are defined in RCW 28B.15.041 to mean "fees, other than tuition fees, charged to all students registering at the . . . state universities . . . The legislature also recognizes that Services and Activities Fees are paid by students for the express purpose of funding student activities and programs" of their particular institution. These funds will be available for the 2016 to 2017 academic year.

A member of your group must be available to attend a hearing with the SAF Committee tentatively scheduled for Friday, February 5, 2016 and February 12, 2016. Please include a regularly checked email in the application, as that will be the main form of communication between SAF and the requesting group. The SAF Liaison will contact the requesting group to notify them of a hearing time. If the dates change, groups will be given 10 business days' notice.

Please ensure that your request is in accordance with SAF Bylaws, which are available at the following website: <http://www.uwb.edu/studentlife/safc/safbylaws>. Please note the SAF Committee will be coordinating with Club Council to develop an efficient funding model.

The Committee will hold an open forum and appeals, tentatively scheduled for on Friday, April 1, 2016 and April 8, 2016. Requesting groups will be notified of a preliminary budget before the open forum and appeals date.

**This is a two part-application. Please complete both this document and the funding excel spreadsheet and submit to the Dropbox by 5pm on January 14, 2016. Only applications that have submitted both documents by the deadline will be considered complete.**

Late applications will not be accepted, except at the discretion of the Committee. Adjustments to the final total requested by any club, group, organization, or department will not be accepted. After a request has been submitted, it may not be reopened for alterations or changes.

\* Indicates a required field

# SAF Annual Proposal Form

## Proposing Group\*

(E.g. Career Center, Sustainability Club, Social Justice Organizers, etc.)

Student Marketing and Graphic Design Assistants (Formerly Student Marketing Assistants)

## Department/Organization\*

(E.g. Student Affairs, Library Services, Recreation and Wellness, Student Clubs, etc.)

Student Affairs

## Contact Person\*

This person will be the sole point of contact for any questions or additional information requests from the SAF Committee regarding your proposal.

Gina Christian

## Contact Email\*

This person will be the sole point of contact for any questions or additional information requests from the SAF Committee regarding your proposal. Include a regularly checked email as the SAF Committee contacts groups primarily through email.

GLChris@uw.edu

## Contact Phone\*

Include the phone number of the contact person. This person will be the sole point of contact for any questions or additional information requests from the SAF Committee regarding your proposal.

425-352-3346

## Faculty/Staff Member\*

Discuss your request with a staff or faculty member (i.e. Student Engagement and Activities staff or faculty advisor) before submitting your request and include the name and title (i.e. John Smith, Club Advisor) of that individual. This person will also be listed as the budget owner.

Gina Christian

**Faculty/Staff Member Email\***

Provide the email of the faculty or staff member you discussed your request with.

GLChris@uw.edu

**Executive Summary of Your Proposal\***

Provide a concise overview of the program, activity, or service for which you seek funding. Explain how your proposal supports UW Bothell's 21st Century Initiatives. Reference the University of Washington Bothell's 21st Century Initiatives at the following website and, if and where appropriate, refer to the applicable initiatives:  
<http://www.uwb.edu/21stcentury>

(Current Student Positions – Marketing Assistants) – The Student Affairs SAF Marketing Assistants serve SAF funded activities, SAF funded departments, and student groups by creating an extensive range of marketing material. The marketing created helps to brand and advertise for the events and entities, referred to as clients. The assistants create the graphic designs used for promotion and bring attention to the phenomenal activities and initiatives of the SAF groups.

Some of their work include the creation and dissemination of the BS Times, compilation of the Wednesday Update, posters and email campaigns, social media graphic design options, website support, the Welcome Week booklets and posters, and handouts used during many tabling events and fairs.

Specific to the 21st Century initiatives, the MAs provide the graphic design support needed to advertise the events that support diversity-focused, student-centered, community directed, and innovative efforts. The marketing assistants themselves create pieces for the clients that meet their needs while taking into consideration branding requirements, if appropriate.

**Need for this Program/Service\***

In 200 words or less:

- Describe the need for this program or service. Explicitly describe how the program directly and/or indirectly benefits the UW Bothell campus community.
- Include any data that might support your proposal (e.g. surveys indicating a need for your initiative).
- If you have tracked the success of this program or service in the past, provide that information here.

The designers meet with clients and transform client ideas into marketing pieces. Without this position, many SAF funded groups would have to take on marketing designs. Marketing design consumes a considerable amount of time, and not everyone is trained on the software systems. The marketing assistant applicants have graphic design, art and marketing experience, and receive additional training from a previous marketing assistant, training on branding, and continue to work on self-training and tutoring from the UWB OLL to enhance their skills and abilities.

The campus-wide marketing, such as the BS Times and the Wednesday updates, provide a condensed view of many of events going on around campus. By funneling the marketing needs to the designers, the MAs can work in a cost-effective way to design the requested works.

Fall 2015 – We started tracking projects completed by hours. In the autumn quarter, over 212 hours were spent on the creation of SAF-marketing projects.

The number of project submissions has increased (approx. numbers):

- 2011-2012: 50
- 2012-2013: 50
- 2013-2014: 66
- 2014-2015: 58
- 2015-2016: 58\*\* This is the number of projects received already this year. This total does not include all the work done for the ARC, Welcome Week, or the BS Times.

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

In 200 words or less:

- Indicate the benefits of your proposed program for students.
- Estimate how many currently enrolled students will likely benefit from your proposed service or program.
- Estimate the number of any other individuals (and indicate their affiliation) that might benefit from this service or program.

Students are increasingly taking advantage of the programs offered through Student Affairs and notably through Recreation and Wellness and Student Engagement and Activities. Indirectly, the work the Marketing Assistants do to support the client programs extends agency to all students. For example, the work completed for the comprehensive campaign on MLK Day is not just for the student requesting groups like ACT, but for all UWB students and community members. The number of current UW Bothell student groups of approximately 100 are active, and their events and ideas are best promoted with professional marketing designs.

### **Assessment plan for the program or service\***

- How do you plan to track the effects of this program or service?
- How would you track how successful it was and what you could change in the future?

- If needed, include any other information you feel is relevant to your request.

In the previous years, requested projects have been tracked by number only. This year, we have started tracking the number, requesting group, turnaround time, and completion hours. Tracking the information with additional data points provides us the opportunity to analyze bottlenecks, training needs, and sheer activity levels for the marketing assistants. The marketing assistants typically turn around projects well before their deadlines. The 2015-2016 marketing assistants have also started building portfolios of their work for personal and professional development. In 2015-2016, we will be sending out a satisfaction survey mid-year (expected send date of February 8) and at the end of the year (expected send date of June 6) to continue our efforts to increase client satisfaction for the UW Bothell community and personal and professional development of the marketing assistants. Feedback from the survey will be used for training, funding request considerations for 2016-2017, and for positive remarks in reference letters, as appropriate.

### Salaries/Wages

Describe the funds you are requesting in detail below including: number of positions, hours per week, position title, salary, etc. Explain any differences or distinctions in positions. Benefits will be calculated on the spreadsheet, as appropriate. Put total dollar amount of salaries/wages in the bottom of this box and on the spreadsheet.

Two Marketing Assistants requested for the 2015-2016 year  
Titles: Student Marketing and Graphic Design Assistants

July 1 to December 31 @ \$14.00/hour \* 19.5 hours/week \* 36 weeks \* 2 MAs + benefits =  
\$23,351

January 1 to July 30 @ \$16.00/hour \* 19.5 hours/week \* 36 weeks \* 2 MAs + benefits =  
\$26,687

Training Time (onboard and ongoing) = \$3,041

**Total: \$53,079**

The marketing assistants require additional skill sets of graphic design and marketing experience, therefore the requested rate is \$1.00 over the minimum

### Programming/Events

Describe the funds you are requesting in detail below, including: costs relating to security, honorarium, hospitality, and contracted costs, etc. Put total dollar amount of programming/events in the bottom of this box and on the spreadsheet.

Not Applicable

**Facilities Rentals/Set-Ups**

Describe the funds you are requesting in detail below including: facilities rentals/set-ups, custodial fees and clean up. Put total dollar amount of facilities in the bottom of this box and on the spreadsheet.

Not Applicable

**Printing & Photocopying**

Describe the funds you are requesting in detail below. Put total dollar amount of printing/photocopying in the bottom of this box and on the spreadsheet.

BS Times, Test Prints, Manuals: \$900

Welcome Week Booklet: \$1700

**Total: \$2,600**

**Office Supplies**

Describe the funds you are requesting in detail below. Put total dollar amount of office supplies in the bottom of this box and on the spreadsheet.

Annual Software updates and office supplies, including books on marketing and color use, graphic design books, specialty paper and prints requested by clients, correction labels, paper cutter, and minor office supply needs: **\$900**

**Food/Refreshments**

Describe the funds you are requesting in detail. Review the food policy/food form for the University policies before submitting your request at the following link:

<http://www.uwb.edu/getattachment/admin/services/fuac/foodapprovalform.pdf>

Put total dollar amount of food refreshments in the bottom of this box and on the spreadsheet.

Not Applicable

**Equipment Rentals/Purchase**

Describe the funds you are requesting in detail below. Include information on the purpose/need for this equipment as it relates to your program or service.

Put the total dollar amount of equipment rentals/purchase in the bottom of this box and on the spreadsheet.

Not Applicable

**Transportation**

Describe the funds you are requesting in detail below including: in state or out of state, justification for out of state travel and type of transportation. Note: flight booking is managed through the University. Put total dollar amount of transportation in the bottom of this box and on the spreadsheet.

Not Applicable

**Meals and Lodging for Travel**

Describe the funds you are requesting in detail below. Ensure that you are in compliance with applicable per diem rates for meals. The rates are available at them following link: <http://www.gsa.gov/portal/category/21287>

Note: hotel bookings are typically managed through the University. Put the total dollar amount of meals and lodging in the bottom of this box and on the spreadsheet.

Not Applicable

**Operations**

Describe the funds you are requesting in detail below. Put the total dollar amount of telecommunications, business cards, computer purchases, equipment, new hire packages, etc. in the bottom of this box and on the spreadsheet. Phone lines should be calculated at \$10 per line per month.

<http://www.washington.edu/itconnect/service/telephones-and-voicemail-services/>

Telephone line (qty. 1): **\$120**

**Other**

Include any other expenses that do not fall under any of the above categories, in detail. Put the total dollar amount of other in the bottom of this box and on the spreadsheet.

UW AMA Conference: \$20 per attendee \* 2 = \$40

**Total Amount Requested\***

List your total amount requested, using the total from the spreadsheet.

\$56,740

**Terms and Conditions\***

By submitting this application, you are agreeing to the terms and conditions below:

- I have read and agree with the terms and conditions of the SAF Bylaws: <http://www.uwb.edu/studentlife/safc/safbylaws>
- I understand that once submitted, adjustments cannot be made to the total amount requested above.
- I understand that hearings will be held between 8:00am and 11:00am, tentatively scheduled for Friday, February 5, 2016 and Friday, February 12, 2016. Someone from my group will be available to attend a brief hearing scheduled during that time frame.