

One-Time Request

FY 23-24

CENTER FOR STUDENT MEDIA

Department Branding and Event
Marketing Budget

One-Time Funding Request for FY24

Department Branding and Event Marketing Budget

Printed Marketing Collateral, Banners, and Department Newsstand Posters: \$ 3500.00

Promo items, T-shirts, and Prize Giveaways: \$ 4500.00

UH Administrative Charge (6.0%) : \$ 480.00

Total: \$ 8,480.00

To continue to increase awareness of the Center for Student Media, we seek funding for marketing support for the department and events, including t-shirts, promo items, and giveaways. We received one-time funding in FY 22 and FY 23. These funds helped increase student participation in our organizations, attendance at CSM events, and an increase in Media Services requests. It also increased opportunities to support the distribution and reach of all CSM publications, which include The Cougar Newspaper and Cooglife Magazine. This one-time funding will continue to support CSM-sponsored events featuring Cooglife, The Cougar, Coog Radio, and CoogTV while growing student media presence throughout campus. Furthermore, this will help the continued efforts to strengthen the bonds of the three organizations within the Center for Student Media.

Additionally, without this continued funding, The Center for Student Media will not have a budget to assist with student branding opportunities, including marketing, advertising, social media internships, Student Staff Operations positions, and involvement in other student publication opportunities.