

STUDENT SERVICES FEE (SSF)

2024-25

DEPARTMENTAL REPORT TO THE COUNCIL ON STUDENT AFFAIRS AND FEES (COSAF)

SECTION 1: DEPARTMENT SSF DATA

The following data was provided to COSAF from Budget & Intuitional Analysis and Student Affairs Divisional Resources

Student Services Fee Recipient: **Marketing and Communication**
Department Contact: Jen Butler
Finance Contact: Erin Curtis Baker
Total 2024-25 SSF Projected Allocation: \$625,399
Percent of Overall Budget Funded by SSF: 43%
Approximate percent of the total 2024-25 SSF revenue: 1%

Expense	2023-24 SSF Actuals	2024-25 Projected SSF Allocation
Salaries/Benefits	\$610,889	\$625,399
Operational Costs	\$0	\$0
Other	\$0	\$0
TOTAL	\$610,889	\$625,399

Explanation if over a 10% differential between 2023-24 and 2024-25:

2%
N/A

SECTION 2: DEPARTMENT RESPONSES

Use as much space as needed

1. Please provide a general description of your department's function

Student Affairs Marketing and Communications (SAMC) supports the highest priorities of the Division of Student Affairs by providing compelling, creative and strategic marketing communications that empower every student to achieve their goals and to live their best life outside the classroom. SAMC also provides significant support to the VCSA office with regard to executive and crisis communications and often in collaboration with Strategic Communications and other communication partners across campus.

Of note, SAMC led the effort to update and redesign the Free Speech website for campuswide use, launched the new Ask an Aggie service for students, redesigned the Myucdavis website for a better user experience and continues to lead the phased implementation of the Aggie Mental Health campaign, including new environmental graphics in the Memorial Union and Student Community Center.

2. Please list the departmental program(s) and/or service(s) specifically funded by the Student Services Fee

Student Affairs Marketing and Communications staff funded on Student Service Funds consisted of 4 FTEs.

3. Please provide information regarding the benefit to UC Davis students from the departmental program(s) or service(s) specifically funded by the Student Services Fee

Attached is a sheet detailing specific services provided, sorted by Student Affairs department or other campus partner. The students served would align with those served by the specific department. In general terms, Student Affairs Marketing and Communications serves every current student, in some capacity, via this service to Student Affairs units and other campus departments.

