

# STUDENT SERVICES FEE

2020-21

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

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Student Services Fee Recipient: **Marketing and Communication**

Contact: **Jen Butler**

Finance Manager **Sandy Campos**

Total 2020-21 Projected Allocation: **\$550,593**

Approximate Percent of the Total 2020-21 Campus Student Services Fee Revenue: **1.54%**

Expense	2019-20 Actuals	2020-21 Projected Allocation
Salaries/Benefits	\$441,932	\$547,900
Operational Costs	\$4,546	\$2,693
Other	\$0	\$0
<b>TOTAL</b>	<b>\$446,478</b>	<b>\$550,593</b>

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

Student Affairs Marketing and Communications 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.

**2. Please list the departmental program(s) 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*.**

*Be as specific and concise as possible. Include the specific type (e.g., undergraduate, graduate, professional, transfer, etc.) and an estimated number of students served.*

Attached is a sheet detailing specific services provided, 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 prospective and current student, in some capacity, via this service to Student Affairs units and other campus departments.

	Branding	Crisis Communications	Strategic Planning and Consultation	Collateral and Program/Event Support	Photography (Future Videography)	Guidebook (Oversight and Admin)	Guidebook (Strategy and Branding)	Toolbox and Custom Templates	Web (Strategy and/or Training)	SiteFarm (Migration and/or Admin) and Web Backup	Social Media (Strategy and/or Training)	Social Media (Admin and Implementation)	Analytics and Insights	Other Technologies (Oversight and Admin) - Scala, MyEmma, Updater	Collaboration Outside SA
AB540 and Undocumented Student Center	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	NA
Academic Assistance and Tutoring	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	NA
Campus Recreation															
—Activities and Recreation Center	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	No	Yes	NA
—Aquatics	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	No	Yes	NA
—Craft Center	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	No	Yes	NA
—Equestrian Center	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	No	Yes	NA
—Event Services	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	No	Yes	NA
—Fitness and Wellness	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	No	Yes	NA
—Intramural Sports	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	No	Yes	NA
—Membership Services	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	No	Yes	NA
—Sport Clubs	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	No	Yes	NA
—UC Davis Marching Band	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	No	Yes	NA
—Youth Programs	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	No	Yes	NA
Asian Pacific Islander Retention Initiative	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	NA
Center for African Diaspora Student Success	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	NA
Center for Chicanx and Latinx Academic Student Success	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	NA
College Opportunities Program	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	NA
Community Resource and Retention Centers															
—Cultural Guides	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	NA
—Center for Student Involvement	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	No	Yes	Yes	NA
—Office of Sorority and Fraternity Life	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	No	Yes	Yes	NA
—Cross Cultural Center	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	NA
—LGBTQIA Resource Center	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	NA
—Student Recruitment and Retention Center	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	NA
—Women's Resources and Research Center	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	NA
—MENASA Student Support	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	NA
Internship and Career Center	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	NA
Memorial Union															
—Games Area	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	No	Yes	NA
—Memorial Union	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	No	Yes	NA
—Outdoor Adventures	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	No	Yes	NA
Native American Academic Student Success Center	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	NA
Office of Student Support and Judicial Affairs	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	NA
Office of Educational Opportunity and Enrichment Services															
—Aggie Compass	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	NA
—Center for Opportunity Scholars Success	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	NA
—Educational Opportunity Program	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	NA
—First-Year Aggie Connections	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	NA
—Guardian Scholars Program	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	NA
—MURALS	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	NA
—Pre-Graduate/Professional Advising	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	NA
—Special Transitional Enrichment Program	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	NA
—Transfer and Reentry Center	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	NA
—Transition and Enrichment Services	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	NA
—TRIO Scholars Program	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	NA
—Veterans Success Center	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	NA
Student Affairs Marketing and Communications	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Student Disability Center	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	NA
Student Health and Counseling Services															
—Counseling Services	Yes	Yes	Yes	No	No	Yes	No	Yes	Yes	No	Yes	No	Yes	Yes	NA
—Clinical Services	Yes	Yes	Yes	No	No	Yes	No	Yes	Yes	No	Yes	No	Yes	Yes	NA
—Health Education and Promotion	Yes	Yes	Yes	No	No	Yes	No	Yes	Yes	No	Yes	No	Yes	Yes	NA

	Branding	Crisis Communications	Strategic Planning and Consultation	Collateral and Program/Event Support	Photography (Future Videography)	Guidebook (Oversight and Admin)	Guidebook (Strategy and Branding)	Toolbox and Custom Templates	Web (Strategy and/or Training)	SiteFarm (Migration and/or Admin) and Web Backup	Social Media (Strategy and/or Training)	Social Media (Admin and Implementation)	Analytics and Insights	Other Technologies (Oversight and Admin) - Scala, MyEmma, Updater	Collaboration Outside SA
—Nutrition Services	Yes	Yes	Yes	No	No	Yes	No	Yes	Yes	No	Yes	No	Yes	Yes	NA
—Admin	Yes	Yes	Yes	No	No	Yes	No	Yes	Yes	No	Yes	No	Yes	Yes	NA
<b>Student Housing and Dining Services</b>															
—Conference Housing	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	No	Yes	NA
—Dining Services	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	No	Yes	NA
—Fall Welcome	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	No	Yes	NA
—First-Year Experience	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	No	Yes	NA
—Living-Learning Communities	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	No	Yes	NA
—Orientation	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	NA
—Residence Halls	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	No	Yes	NA
—Student Housing Apartments	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	No	Yes	NA
—Sustainability	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	No	Yes	NA
<b>UC Davis Stores</b>															
—Campus Store	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	No	Yes	NA
—Downtown Store	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	No	Yes	NA
—Market	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	No	Yes	NA
—Online Store	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	No	Yes	NA
—Pro Shop	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	No	Yes	NA
—TechHub	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	No	Yes	NA
—UCDHS	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	No	Yes	NA
—Welcome Center Store	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	No	Yes	NA
<b>Vice Chancellor for Student Affairs</b>															
—Building Services	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	NA	Yes	Yes	NA
—Business Center	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	NA	Yes	Yes	NA
—Development	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	NA	Yes	Yes	NA
—Event Services	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	NA	Yes	Yes	NA
—Financial Services	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	NA	Yes	Yes	NA
—Human Resources	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	NA	Yes	Yes	NA
—Student Affairs Marketing and Communication	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	NA
—Sexual Violence Education and Awareness Campaign	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>Outside Student Affairs</b>															
Office of the Chancellor and Provost	No	Yes	Yes	No	No	Yes	No	No	No	No	No	No	No	Yes	Yes
Facilities, Operations and Administration	No	No	Yes	No	No	Yes	No	No	No	No	No	No	No	Yes	Yes
Strategic Communications	No	Yes	Yes	No	No	Yes	No	No	No	No	No	No	No	Yes	Yes
Undergraduate Education	No	No	Yes	No	No	Yes	No	No	No	No	No	No	No	Yes	Yes
Undergraduate Admissions	No	No	Yes	No	No	Yes	No	No	No	No	No	No	No	Yes	Yes