

# STUDENT SERVICES FEE (SSF)

2023-24

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

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## 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:                       | <b>Marketing and Communication</b> |
| Contact:  | Jen Butler                         |
| Finance Manager:                                      | Monica Wilson                      |
| Total 2023-24 SSF Projected Allocation:               | \$602,607                          |
| Percent of Overall Budget Funded by SSF:              | 46%                                |
| Approximate percent of the total 2023-24 SSF revenue: | 2%                                 |

| Expense           | 2022-23 SSF Actuals | 2023-24 Projected SSF Allocation |
|-------------------|---------------------|----------------------------------|
| Salaries/Benefits | \$518,214           | \$602,607                        |
| Operational Costs | \$0                 | \$0                              |
| Other             | \$0                 | \$0                              |
| <b>TOTAL</b>      | <b>\$518,214</b>    | <b>\$602,607</b>                 |

Explanation if over a 10% differential between 2022-23 and 2023-24:

Equity adjustments plus 4.6% increase for all non-rep staff.

## 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 continues to lead the phased implementation of the Aggie Mental Health and Hazing campaigns as well as new marketing and outreach efforts regarding bike safety (micromobility) and a divisional audit of all channels for accessibility and brand standards.

### 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**

*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, 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.



|   | Branding | Crisis Communications | Strategic Planning and Consultation | Collateral and Program/Event Support | Photography and Videography | Marketing Toolbox and Custom Canva Templates | Web (Strategy and/or Training) | SiteFarm Support 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 |
|---|----------|-----------------------|-------------------------------------|--------------------------------------|-----------------------------|--|--------------------------------|--|---|---|------------------------|---|--------------------------|
| TRIO Scholars Program   | 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                                     | No                                      | Yes                    | Yes   | NA                       |
| Student Affairs Marketing and Communications                              | 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                                     | No                                      | Yes                    | Yes   | NA                       |
| Student Health and Counseling Services                                    |          |                       |                                     |                                      |                             |  |                                |  |   |   |                        |   |                          |
| —Counseling Services  | Yes      | Yes                   | Yes                                 | No                                   | No                          | Yes  | Yes                            | No   | Yes                                     | No                                      | Yes                    | Yes   | NA                       |
| —Clinical Services  | Yes      | Yes                   | Yes                                 | No                                   | No                          | Yes  | Yes                            | No   | Yes                                     | No                                      | Yes                    | Yes   | NA                       |
| —Health Education and Promotion   | Yes      | Yes                   | Yes                                 | No                                   | No                          | Yes  | Yes                            | No   | Yes                                     | No                                      | Yes                    | Yes   | NA                       |
| —Nutrition Services   | Yes      | Yes                   | Yes                                 | No                                   | No                          | Yes  | Yes                            | No   | Yes                                     | No                                      | Yes                    | Yes   | NA                       |
| —Admin  | Yes      | Yes                   | Yes                                 | No                                   | No                          | Yes  | Yes                            | No   | Yes                                     | No                                      | Yes                    | Yes   | NA                       |
| Student Housing and Dining Services                                       |          |                       |                                     |                                      |                             |  |                                |  |   |   |                        |   |                          |
| —Conference Housing   | Yes      | Yes                   | Yes                                 | No                                   | No                          | Yes  | No                             | No   | Yes                                     | No                                      | No                     | Yes   | NA                       |
| —Dining Services  | Yes      | Yes                   | Yes                                 | No                                   | No                          | Yes  | No                             | No   | Yes                                     | No                                      | No                     | Yes   | NA                       |
| —Fall Welcome   | Yes      | Yes                   | Yes                                 | No                                   | No                          | Yes  | No                             | No   | Yes                                     | No                                      | No                     | Yes   | NA                       |
| —First-Year Experience  | Yes      | Yes                   | Yes                                 | No                                   | No                          | Yes  | No                             | No   | Yes                                     | No                                      | No                     | Yes   | NA                       |
| —Living-Learning Communities  | Yes      | Yes                   | Yes                                 | No                                   | No                          | Yes  | No                             | No   | Yes                                     | No                                      | No                     | Yes   | NA                       |
| —Orientation  | Yes      | Yes                   | Yes                                 | Yes                                  | No                          | Yes  | No                             | No   | Yes                                     | No                                      | No                     | Yes   | NA                       |
| —Residence Halls  | Yes      | Yes                   | Yes                                 | No                                   | No                          | Yes  | No                             | No   | Yes                                     | No                                      | No                     | Yes   | NA                       |
| —Student Housing Apartments   | Yes      | Yes                   | Yes                                 | No                                   | No                          | Yes  | No                             | No   | Yes                                     | No                                      | No                     | Yes   | NA                       |
| —Sustainability   | Yes      | Yes                   | Yes                                 | No                                   | No                          | Yes  | No                             | No   | Yes                                     | No                                      | No                     | Yes   | NA                       |
| UC Davis Stores   |          |                       |                                     |                                      |                             |  |                                |  |   |   |                        |   |                          |
| —Campus Store   | Yes      | Yes                   | Yes                                 | No                                   | No                          | Yes  | No                             | No   | Yes                                     | No                                      | No                     | Yes   | NA                       |
| —Downtown Store   | Yes      | Yes                   | Yes                                 | No                                   | No                          | Yes  | No                             | No   | Yes                                     | No                                      | No                     | Yes   | NA                       |
| —Market   | Yes      | Yes                   | Yes                                 | No                                   | No                          | Yes  | No                             | No   | Yes                                     | No                                      | No                     | Yes   | NA                       |
| —Online Store   | Yes      | Yes                   | Yes                                 | No                                   | No                          | Yes  | No                             | No   | Yes                                     | No                                      | No                     | Yes   | NA                       |
| —Pro Shop   | Yes      | Yes                   | Yes                                 | No                                   | No                          | Yes  | No                             | No   | Yes                                     | No                                      | No                     | Yes   | NA                       |
| —TechHub  | Yes      | Yes                   | Yes                                 | No                                   | No                          | Yes  | No                             | No   | Yes                                     | No                                      | No                     | Yes   | NA                       |
| —UCDHS  | Yes      | Yes                   | Yes                                 | No                                   | No                          | Yes  | No                             | No   | Yes                                     | No                                      | No                     | Yes   | NA                       |
| —Welcome Center Store   | Yes      | Yes                   | Yes                                 | No                                   | No                          | Yes  | No                             | No   | Yes                                     | No                                      | No                     | Yes   | NA                       |
| Vice Chancellor for Student Affairs                                       |          |                       |                                     |                                      |                             |  |                                |  |   |   |                        |   |                          |
| —Building Services  | Yes      | Yes                   | Yes                                 | Yes                                  | Yes                         | Yes  | Yes                            | Yes  | Yes                                     | NA                                      | Yes                    | Yes   | NA                       |
| —Business Center  | Yes      | Yes                   | Yes                                 | Yes                                  | Yes                         | Yes  | Yes                            | Yes  | Yes                                     | NA                                      | Yes                    | Yes   | NA                       |
| —Development  | Yes      | Yes                   | Yes                                 | Yes                                  | Yes                         | Yes  | Yes                            | Yes  | Yes                                     | NA                                      | Yes                    | Yes   | NA                       |
| —Diversity, Equity and Inclusion  | Yes      | Yes                   | Yes                                 | Yes                                  | Yes                         | Yes  | Yes                            | Yes  | Yes                                     | NA                                      | Yes                    | Yes   | NA                       |
| —Event Services   | Yes      | Yes                   | Yes                                 | Yes                                  | Yes                         | Yes  | Yes                            | Yes  | Yes                                     | NA                                      | Yes                    | Yes   | NA                       |
| —Financial Services   | Yes      | Yes                   | Yes                                 | Yes                                  | Yes                         | Yes  | Yes                            | Yes  | Yes                                     | NA                                      | Yes                    | Yes   | NA                       |
| —Human Resources  | Yes      | Yes                   | Yes                                 | Yes                                  | Yes                         | Yes  | Yes                            | Yes  | Yes                                     | NA                                      | Yes                    | Yes   | NA                       |
| —Student Affairs Assessment   | Yes      | Yes                   | Yes                                 | Yes                                  | Yes                         | Yes  | Yes                            | Yes  | Yes                                     | NA                                      | Yes                    | Yes   | NA                       |
| —Divisional Campaigns (Resilience Through, Sexual Violence, Campus Ready) | Yes      | Yes                   | Yes                                 | Yes                                  | Yes                         | Yes  | Yes                            | Yes  | Yes                                     | Yes                                     | Yes                    | Yes   | Yes                      |
| —Campus Ready   | 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                          | No   | No                             | No   | No                                      | No                                      | No                     | Yes   | Yes                      |
| Facilities, Operations and Administration                                 | No       | Yes                   | Yes                                 | No                                   | No                          | No   | No                             | No   | No                                      | No                                      | No                     | Yes   | Yes                      |
| Strategic Communications  | No       | Yes                   | Yes                                 | No                                   | No                          | No   | No                             | No   | No                                      | No                                      | No                     | Yes   | Yes                      |

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|---|----------|-----------------------|-------------------------------------|--------------------------------------|-----------------------------|--|--------------------------------|--|---|---|------------------------|---|--------------------------|
| Division of Diversity, Equity and Inclusion | No       | Yes                   | Yes                                 | No                                   | No                          | No   | No                             | No   | No                                      | No                                      | No                     | Yes   | Yes                      |
| UC Davis Health                             | No       | Yes                   | Yes                                 | No                                   | No                          | No   | No                             | No   | No                                      | No                                      | No                     | Yes   | Yes                      |
| Undergraduate Education                     | No       | No                    | Yes                                 | No                                   | No                          | No   | No                             | No   | No                                      | No                                      | No                     | Yes   | Yes                      |
| Center for Advocacy Resources and Education | No       | No                    | Yes                                 | No                                   | No                          | No   | No                             | No   | No                                      | No                                      | No                     | Yes   | Yes                      |
| UC Davis Fire Department                    | No       | No                    | Yes                                 | No                                   | No                          | No   | No                             | No   | No                                      | No                                      | No                     | Yes   | Yes                      |
| Undergraduate Admissions                    | No       | No                    | Yes                                 | No                                   | No                          | No   | No                             | No   | No                                      | No                                      | No                     | Yes   | Yes                      |