

STUDENT SERVICES FEE (SSF)

2023-24

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
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
TOTAL	\$518,214	\$602,607

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
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