

STUDENT SERVICES FEE 2019-20

INCLUDE ATTACHMENT WHEN PRINTING

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

Student Services Fee Recipient: **Marketing and Communications**
Central Administration, Vice Chancellor Student Affairs

Contact: Jen Butler

Finance Manager Luci Schmidl

Total 2019-20 Estimated Allocation: \$475,000

Approximate Percent of the Total 2019-20 Camus Student Services Fee Revenue: 1.4%

Expense	2018-19 Actuals	2019-20 Estimated Allocation
Salaries/Benefits	\$410,730	\$470,400
Operational Costs	\$2,568	\$4,600
TOTAL	\$413,298	\$475,000

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.