

**FY2014 One Time Request #2 – Marketing Director Term**

**Extension**

CEO would like to extend the term for the Marketing Director (MD) to begin working with Creation Station designers earlier. This will allow the MD to submit requests a month earlier to receive designs in a more timely fashion to upload onto Get Involved and social media, and also print paper flyers and posters. Currently, this process can take approximately six to eight weeks to complete. Consequently, there is little time to prepare marketing for CEO’s events in August and September, and also purchase promotional items to promote the organization as a whole. If the MD was able to begin the marketing process earlier, the student body would be given more advanced notice about CEO events. This would allow CEO to follow the DSAES’s strategic initiative one by enabling students to know more about the opportunities CEO offers on campus. By providing marketing for students, through utilization of the valuable assets at UH, CEO is able to leverage university resources to engage the student community.

For the term extension cost for the Marketing Director is broken down as follows:

Student Stipend (\$466.34/month for 1 month)	-	\$466.00
<u>UH Administrative Charge (6.0%)</u>	-	<u>\$28.00</u>
Subtotal	-	\$494.32

**FY2014 One Time Request #3 – Cultural Programming Director**

**Term Extension**

CEO would like to extend the term for the Cultural Programming Director (CPD) to begin developing new programming ideas for the upcoming academic year. By working earlier in the year, the CPD can begin contracting for large-scale cultural performances that are time sensitive. The contracting process can take up to six weeks to complete, assuming vendors respond swiftly. CEO will be able to provide more robust programming options during move-in weekend if provided with additional time to contract performers and finalize logistics. With an extra month, the CPD can also dedicate time to planning more thought provoking events to expand students’ definition of diversity and increase interest in learning about different cultures. This will promote the DSAES’s strategic initiative three by enhancing multicultural programming to help create an environment of inclusion on campus. These programs will better be able to promote diversity on campus and create a global learning community. The CPD will be able to generate more evening and weekend programming to engage the increasing residential population on campus as well.

For the term extension cost for the Cultural Programming Director is broken down as follows:

Student Stipend (\$466.34/month for 1 month)	-	\$466.00
<u>UH Administrative Charge (6.0%)</u>	-	<u>\$28.00</u>
Subtotal	-	\$494.00

The total costs for the three one-time requests for term extensions for the Chair for Membership Development, Marketing Director, and Cultural Programming director is presented below.

One Time Request #1 – Chair for Membership Development Term Extension	-	\$ 339.00
One Time Request #2 – Marketing Director Term Extension	-	\$ 494.00
<u>One Time Request #3 – Cultural Programming Director Term Extension</u>	-	<u>\$ 494.00</u>
Subtotal	-	\$ 1,327.00

Thank you for your time and consideration in regards to these requests.