FY16 Year-End Spend Requests-University Advancement

Rank	Item Description	Justification	Vendor Name	State Contract Number if applicable	Estimate Cost
1	DNN On-Demand 3-Year License	Please see attached	DNN Corporation	N/A	$ 76,989
2	Professional Still and Motion Photography, and Video Postproduction for Web and Marketing	Please see attached	Haute Couture Media		$ 65,000
				TOTALS	$ 141,989

Clayton State University
One-time FY16 Year-End Spend Request

Description: DNN On-Demand 3-Year License

Amount Requested: $76,989

Justification:

The Clayton State University website is mission-critical as it is the hub of all University communication and business practices, regardless of other applications and platforms used to conduct daily business. Clayton State has hosted and maintained the University website locally on its own servers – however, with rapidly changing technology, continuous upgrades, ever-changing scalability needs and the required level of monitoring to ensure its ongoing functionality - it has become clear that the University website requires a level of support and maintenance that can only be provided by an outsourced cloud-based solution.

The use of the DNN Content On-Demand will allow the following:

Scalability, Storage and Size:

On campus we manage multiple servers and services, not to mention ever-growing needs for storage. This slows down the functionality of the website and also puts us at more risk for our site to go down due to server overload. Cloud hosting is capable of handling immense server load effortlessly. There is no worry of our website going down due to a particular server crash, there are multiple servers which means that a website hosted on cloud infrastructure has very rare chances of crashing out.

Stability and Reliability:

Content On-Demand will also significantly increase the stability and reliability of CSU's web presence as the operation of the website will be decoupled from events on campus that might lead to downtime (the University losing internet connectivity, for example).

Deployment:

Deploying a cloud hosting solution can be done at a fraction of the cost of the required investment to create an identical on site solution. Costs include updated hardware, implementation (time and human resources) and software licensing costs. To create a solution that would provide equitable overall support is outside of our current capability.

Increased Support and Improved Management:

Currently, we are very limited on the level of support provided to us by hosting on-site. By hosting in the cloud we will also be able to upgrade our level of customer support, which is extremely important in this type of service. Moving to Evoq Content On-Demand will give us access to a more formalized support structure which will help us maintain the website in ways that are consistent with the expectations of CSU administration, and indeed the public. Internal resources can be used more efficiently to support additional enterprise applications.

User Experience and Current Web Rebuild/Redesign Project:

The product will also contain numerous user interface improvements and functionality improvements that will help CSU provide a modern web site and maintain a competitive marketing and service presence. Cloud hosting will also ensure we are receiving the latest updates which impact functionality and user experience. Currently we are unable to upgrade to the current version of DNN to on site infrastructure limitations. This has caused issues among our users and our ability to develop needed web pages at times. Also, the rebuild of the website which is a project currently in process is impacted in its ability to move forward until we resolve our current issues of updating our current version which is part of our process of transitioning the website to the cloud.

Clayton State University
One-time FY16 Year-End Spend Request

Description: Professional Still and Motion Photography, and Video Postproduction for Web and Marketing

Amount Requested: $65,000

Justification:

A picture is worth a thousand words.

Visuals, including photos and videos, impact the quality and effectiveness of communication materials. In fact, 90% of information transmitted to the brain is visual and the human brain processes visual information 60,000 faster than text. This is why the most effective websites are built around photos and videos instead of relying solely on text. The quality of visual content also signals a university's credibility and professionalism.

With the launch of various projects including the:

- **University Website (research and discovery, architecture development, wireframe and design content development, HTML development and CMS integration),**
- **Academic Program Collateral (Updated brochures for all academic programs and also College brochures),**
- **Admissions Recruitment Materials (Print and digital), and**
- **Marketing Campaigns (Admissions, program and University marketing),**

It has been identified that there is a need for updated professional photography and videography. There is also a need to produce materials that better tell the Clayton State story through "showing" the work and collaboration that happens throughout campus. An important takeaway from our recent exploratory session with STAMATS found that overwhelmingly, students and faculty are proud of our campus and it's beauty. Many surprised to see this upon their initial visits to our campus. However, we are in need of updated campus beauty shots that in line with current photography trends. Another STAMATS finding identified that our content contributors need more access to university photography resources. Many find it difficult to obtain the visuals needed for their content. However, current marketing quality image options are limited.

In addition, the University has been limited in the ability capitalize on current marketing opportunities and best practices that include video advertising content. In 2014, the use of video content in B2B marketing increased by 8% (to 58%). Currently we are not using video in our direct marketing efforts for lack of resources for videography and postproduction.

This request would assist the funding for professional still and motion photography (video), as well as post production needs for branding and advertising videos.

Below is a listing of areas that we are lacking in professional photography and motion photography content, and/or areas we can benefit from photography updates:

Campus Life/Spirit photos – We often get requests for students involved in campus life, but we do not have professional images for our recruitment pieces that show students having fun on campus. We also could benefit from photos of students enjoying themselves at Athletics events or wearing school colors to show University pride.

Casual student photos – We do not have many options when it comes to diverse groups of students socializing outside of the classroom. In order to shake the commuter campus mentality, we need to showcase students interacting on campus outside of the academic environment.

New building spaces photos – We need updated images of people using our spaces such as the Student Activity Center, Laker Hall, Clayton Station, the Lakeview Discovery and Science Center, etc. These would be critical spaces to show to help promote residence life in our admissions pieces and round out our collection of spaces now that the new science building is complete and occupied.

New campus beauty – We would benefit from a refresh of our campus beauty photography. We have used the same images since 2012, so different angles and presentations of our signature buildings and lakes would benefit our marketing pieces.

Athletics photos – We need new photography of our athletes. When requests come in for us to show athletes in promotional material, it would be best if we could show professional photographs of current athletes in their latest uniforms rather than pulling photos from years ago of players who have graduated and uniforms that we no longer wear. We also need some good quality photos from a day when the gym/bleachers are full to use when we promote athletics. A gym with sparse attendance in the background does not show off our athletic programming, and I have been asked in the past to try to pull photos from games where fan attendance was high.

All types of students – We need a robust library of images of different student types. We have students ranging from high school in the Move On When Ready program (we would need special permission for those students to be photographed) to our non-traditional population and veteran population. To develop recruitment materials focused on these specific populations, we need photography that reflects these student types on campus, having fun, and learning to place in targeted promotional pieces. Some international/exchange student photography would also be good to promote our growing exchange opportunities.

Updated Academic Photography – Our professional photo library was compiled in the fall of 2012. The focus of the photo shoot at that time was to build a library of academic photographs to be used primarily in our academic pieces. Many professors have left/retired and new professors have come to Clayton State since 2012, and new programs have come into play that we lack professional images for (such as the BA in Film Production). We need to refresh our library of photos of students in a classroom environment as well as students who are working outside of Clayton State at key internship sites (For example, Supply Chain Management intern photos would strengthen the University's Advancement mission in Supply Chain donor solicitation. Teacher Education – whose program heavily depends on experiential learning – needs updated photography of students in the field.)

Master's level classes – We have received feedback that our master's classroom shots do not look any different from undergraduate course in terms of student dress. A planned photo day where master's level

students are kindly asked to dress in business casual would best reflect the look the professors are hoping to market in these graduate courses. It's true and it's acceptable for students to come to class in casual, comfortable clothing, but for the sake of marketing graduate programming, planned business casual would give us the professional edge needed in marketing their programming.

Staged Photography at Career Fairs – We need to plan to pose students with vendors at Career Fairs. I receive a lot of requests for Career Fair images, but many photos do not work for campus clients because the students do not look like they are seeking a job. Having a few professionally dressed students from various backgrounds pose with vendors at a Career Fair event would get us more of the images campus clients want to see in their materials.

More Alumni Photography – As we work toward building our alumni base with new promotional pieces, we would benefit from professional images that align with the mission of the Alumni Association.