

# FY18 Year-End Spend Requests

Rank	Item Description	Justification	Vendor Name	State Contract Number if applicable	Estimate Cost
1	University Brand Campaign	<p>In January of 2018, Clayton State University launched its first ever brand advertising campaign. The first six months of activity, which include digital, print, TV, Pandora, and social media, have been funded through various budgets across campus (MarComm, Admissions, Enrollment Management, Graduate Studies), yearend, and mid-year spend requests. The plan that has been developed with extensive research is a three year plan, taking into account that advertising to increase brand awareness takes intentional consistency across several years in order for the full impact to be realized. This plan was developed as part of the University's Strategic Plan, specifically priority 4a, to develop and implement a comprehensive marketing and communication campaign. Focused on target audiences identified in the initial research process, a key goal for this campaign is to increase the number of inquiries for Admissions. The total cost annually to execute this plan is just under \$480,000. Various departments from across campus (MarComm, Development, Alumni Relations, University Advancement, Admissions, Enrollment Management, and Graduate Studies) are committed to supporting this effort for FY19 which is why the total request is \$140,000 less than what is needed.</p>	Various		\$340,000.00