Clayton State University
Budget Priority Request
Budget Period 2021

Division/Department: **University Advancement – Office of Marketing and Communications**

Priority Title: **University website hosting Content Management System**

Priority Number: **1**

Funding Requested: **$48,415.00**   **X** Permanent   ☐ One-Time

1) Description of Request:

   Ongoing annual expense for the Content Management System(CMS) that supports the university website includes built-in ADA compliance measures. This cost will vary year-to-year due to inflation.

2) Justification: Please provide a justification that discusses such things as support of the University's strategic plan or other institutional objectives. What impact will this request have on University programs and services? Can you redirect funds to meet this need?

   The OU Campus CMS is an imperative function for the university website by providing cloud hosting, streamlining web design and content publishing, and ensuring web accessibility compliance. The university website is a marketing tool for the institution but also serves as a repository of information for units/divisions within the university. The website provides timely and engaging information to the current audiences (students, faculty, staff, etc.) but serves as a purpose to attract new students. Using a CMS can improve search engine marketing by ensuring all content remain fresh and up-to-date. This directly relates to Strategic Plan 2022 Goal I a and b. The CMS for the website also supports Goal 4 a and b. A CMS offers plugins and tools to ensure effective security measures. This will allow the website to transition from the replica ITS created as a temporary solution to a cloud-based option fully hosted and managed by a third party, requiring few ITS resources and support.

3) Metrics: Please describe how you plan to determine the effectiveness and measure the impact of the proposed funding.

   The OU Campus built in W3C checker allows us the ability to check all updates to ensure they are accessible and ADA compliant.

Clayton State University
Budget Priority Request
Budget Period 2020

Division/Department: University Advancement

Priority Title: Grant Writer/Development Officer

Priority Number: 2

Funding Requested: $47,000 (salary and fringes) **X Permanent** ☐ One-Time

1) **Description of Request:** Seasoned Grant Writer for University Advancement

2) **Justification: Please provide a justification that discusses such things as support of the University's strategic plan or other institutional objectives. What impact will this request have on University programs and services? Can you redirect funds to meet this need?**

   In order to meet institutional need for ongoing private support of both programs and student scholarships, it is imperative that the University invest in a seasoned grant writer. As a result of COVID-19 we will see a significant drop in individual donor support; corporate and foundation support are the two most likely areas where institutional giving can proactively grow by the addition to University Advancement of a grants writer.

   With the addition of a grants writer, the University may also find smaller grant funds to offset the inevitable losses from the expiration of the federal PBI Grant. At present there is approx. $30k of unused salary lines that can be redirected to support position in addition to the funding request.

3) **Metrics: Please describe how you plan to determine the effectiveness and measure the impact of the proposed funding.**

   The new position of Grants Writer/Development Officer would be responsible for minimal annual submissions to private foundations of $3mil and an annual goal of $1.5mil in new dollars realized in support of Clayton State University.