

Institutional Funds CARES Act (4)/HEERF II Funding Requests Clayton State University (UNIVERSITY ADVANCEMENT)

Department/Division/Unit	Request	Funding Category (Select from Drop Down)	Brief Statement explaining eligibility for CARES 2 Funding	Amount Requested	Financial Implications if not funded	Comments
Office of Marketing and Communications/Division of University Advancement and External Affairs	Crisis leadership training	Faculty and staff trainings	To support the need for swift crisis communications in response to the impact on operations for the coronavirus pandemic, the assistant vice president of Marketing and Communications has identified a Crisis Leadership in Higher Education program as a necessary professional development opportunity. This four-day intensive will help participants respond to crisis more effectively, develop protocols and practices to minimize the impact of occurrences, offer critical information about proactive training and planning in advance of a critical event, and provide skills to manage both policy and operational concerns.	\$ 3,600.00	Potential financial implications related to impact to university brand and reputation. Cannot quantify.	
Office of Marketing and Communications/Division of University Advancement and External Affairs	New, more efficient workstation and audio equipment	Technology costs	To support the transition to virtual activities and events, the Division of Advancement and External Affairs would like to request funds to purchase a technologically current workstation for the university's sole videographer. Elements would include the necessary monitors, tower, memory upgrade, hard drive and sound equipment needed to effectively produce high-quality content and streams.	\$ 11,486.00	Possible need to outsource services. Cannot quantify.	
				\$ 15,086.00		