

**2016-17 NEW RESOURCE ALLOCATION REQUESTS - PRIORITIZED SUMMARY**

(For requests that have been approved for funding, please provide documentation to support amount requested, such as price quotes from vendor, copy of catalog, etc.)

TEAM: Marketing and Communication

To Be Completed By Departments									Required if Budget Approved By President's Cabinet				
Priority Number	Division	Department- Org/Department's Contact Staff	Description	Justification of Need	One-time	Ongoing	Total Requested	PIE Page (s)	Account Number				
									Fund	Org	Acct	Prog	Actv
1	President's Office	Marketing and Communication	70th Anniversary event: Community Carnival and Open House	This is to showcase the campus to the community, build relationships and bring the campus together in celebration. The cost would include carnial rides, rentals (stage, equipment, shuttles), over time charges, etc.	75,000		75,000	PIE page 9	11000	505000	561000	671000	
2	President's Office	Marketing and Communication	2016-17 Advertising	This is to increase advertising for the 2016-17 year in light of the shrinking pool of students to include bus ads, billboards, radio and YouTube.	300,000		300,000	PIE page 9	11000	505000	583000	671000	
3	President's Office	Marketing and Communication	Video Development	This is to develop videos for outreach to the community about Mt. SAC's impact as well as for use in advertising on YouTube.	25,000		25,000	PIE page 9	11000	505000	561000	671000	
4	President's Office	Marketing and Communication	Bus Tails and Billboards	For enrollment advertising, I'd like to continue purchasing billboards and bus tails. This amount is less than the Summer/Fall terms advertising because I found the mobile ads targeting the areas near the billboards were less successful in terms of clicks and click through rates than the mobile ads we do ourselves through Facebook and Google.	90,000		90,000	PIE page 9	11000	505000	583000	671000	