

Governmental Relations and Public Affairs

We are requesting additional funding for the following:

Vice Chancellor's Office \$50,000

\$50,000 start-up cost for new programs, special projects, and office expenses. The initiatives will include: legislative and community programs, travel, parking passes, and other general expenses

UMass Boston Magazine \$53,000

We are requesting an additional \$53,000 to produce a second issue of UMass Boston magazine. The amount requested is only a partial request, as we receive an additional 32% from University Advancement to produce the magazines. The magazine serves as a principal means of communication to alumni, donors, legislators, and friends of the university. It helps to showcase the accomplishments of university faculty, staff, students, alumni, and friends, highlighting research efforts and enhancing the school's reputation, which indisputably leads to greater faculty, staff, and student retention. By showing that UMass Boston is a leading research institution with top-notch faculty and excellent academic and extracurricular programs, the magazine also helps in the recruitment of prospective students. And by credibly demonstrating in numerous ways to a large audience that UMass Boston merits support, it serves as a major tool for fundraising. We must point out that even with this \$53,000 the magazine will be limited in FY09 to two issues, a regrettable decrease from the three that were regularly produced from 1996 through 2006. Of 165 college and university magazines recently surveyed, more than half appear at least four times per year, typically with higher page-counts than ours. We strongly recommend that our magazine effort be strengthened in this direction in FY10.

Increase Print Advertising Coverage \$25,000

Currently we are running the Chancellor's Column in the Dorchester Reporter, the Boston Banner, the Quincy Sun, and South Boston Online. The column informs the local community about educational opportunities, research undertaken at the university, special events, and community outreach. The column reinforces positive messages presented elsewhere about the quality of UMass Boston's research and programs and can therefore be seen as a piece of the university's attempt to build a reputation as a great urban institution. We would like to expand the coverage as well as place some general-image ads in other papers. The list of papers may include: the Mattapan Reporter, Haitian Reporter, Jamaica Plain Gazette, Mission Hill Gazette, Allston Brighton Tab, Brookline Tab, Needham Times, Newton Tab, Roslindale Transcript, Watertown Tab and Press, West Roxbury Transcript, El Mundo Newspaper, Brockton Enterprise, Sampan, Revere Journal, Everett Independent, Winthrop Sun, East Boston Sun Transcript, Chelsea Record, as well as others that we are considering. The column and the proposed image ads should also be viewed as an important part of the university's campaign to increase enrollment, fundraising, and student retention.

Freelance Design and Editorial Services \$50,000

We request \$50,000 to hire an outside firm to assist in performing design and editorial services for the university. We would establish a long-term relationship with a full-service organization (perhaps more than one) that would become familiar with our editorial, design, and purchasing guidelines and efficiently provide support, under our direction, when demand exceeds our in-house capacity, as it increasingly tends to do. Access to such a resource would greatly aid us in meeting demand while appropriately managing content and quality.

Professional Development \$30,000

Conference attendance would undoubtedly give our staff valuable insights into current thinking and practice in our area. The FY09 schedules of such conference sponsors such as CASE and Academic Impressions are not yet available, but the following titles suggest the range of conferences that are likely to be available: "Institute for Integrated Marketing & Branding"; "Editors Forum"; "Campaign Communications"; "Elevate Your Creativity-UCDA Design Summit"; "Communications, Marketing and Technology"; "Writing Right for the Web"; "Public Affairs Council National Grassroots Sessions"; "Writing High-Impact Speeches for Your President"; "Association of Collegiate Conferences/ Space Development"; "Increasing Student Yield with Better Communication Techniques."

Administrative Assistant Grade 18.....\$38,000

Because of the new reorganization and new hires in our unit, there is a new need for additional administrative support. This position will report to the new hires and offer the necessary support.

Upgrade of Graphic Design Positions \$23,925

Currently, the salary grades of the design staff are below the national average for their industry and well below the average in the Boston market. The average salary for a senior graphic designer in Boston ranges from \$62,000-\$82,000 and nationally from \$53,000-\$72,000. This information is from the Creative Group national salary survey for marketing and creative professionals, and also from AIGA, who does a yearly national survey of design professional salaries. We recommend a salary increase of at least 10% to bring all designers closer to the current industry salaries in the current Boston market.

Professional Staff Position- Entry Level Salary \$46,000

Coordinator of Space Requests and Community Access

The current Director of Special Events and Scheduling line was reassigned to the Chancellor's Office and the scheduling responsibility was removed from her job description. Handling space request is a function of the Office of Community Relations and this position needs to be replaced as soon as possible.

**** Revenue generated from the rental of space on campus is the only source of funding for the Office of Community Relations community outreach activities/endeavors.**

Brief Job Description

Fields all non-academic space requests both internal and external; except for athletic and Campus Center facilities. Work in conjunction with Campus Center and Athletic Department staff on all campus wide events. Pursue both corporate as well as city agencies to bring more large scale events to campus that will generate substantial revenue and provide broader access and higher visibility to the community. Coordinate community access to the campus, fee structure and billing procedures and working with internal campus community ensuring that all internal space requests are processed.

(03) Administrative Assistant Diane Vasseur \$35,000 (annual recurring request)

Our office continues to grow with additional responsibilities and needs additional administrative support for our staff. Diane is retired, but we rely on her experience and savvy to help accomplish our tasks. She works on the photo database, scheduling of the university photographer, PeopleSoft requisitions, along with a host of other projects. We lost an administrative assistant position a few years ago and Diane helps to fill this void.

(03) Web Project \$200,000

While marketing and public affairs are powerful, they are most effective when messages are clear, coherent, and cohesive, and they are most efficient when they are coordinated within and between departments. In order to build long-term brand equity, enhance credibility, generate a powerful value perception, and ensure continued growth for UMass Boston, the university needs to establish a consistent voice and image. It needs to establish a foundation – key messages that describe and define who we are. We must work together collaboratively and deliberately, at both the campus and system levels, to begin to shape the UMass Boston brand in a way that will fully support our mission and our strategic planning.

The university has just completed a comprehensive, university-wide marketing audit that has given us a clear evaluation of the effectiveness and efficiency – and lack thereof – of our current marketing efforts. We are now poised and ready to integrate positioning and messaging work into a complete marketing strategy. The most effective and efficient way to do this is to rebuild the website, beginning with the development of a comprehensive brand manual.

Since a marketing audit has been completed and funds are already secured for the brand manual, we estimate the cost of the web project at \$200,000. The project will focus on both the marketing and web architecture simultaneously so that the web is not only safe and secure, but can be fully utilized as a marketing tool.