

**Clayton State University  
Budget Priority Request  
Budget Period 2016**

Division/Department: External Relations – Marketing and Communications

Priority Title: AVP – Marketing and Communications Salary

Priority Number: 1

Funding Requested: \$2,700       Permanent       One-Year

1) Description of Request:

This additional salary will enable us to hire a well-qualified candidate for this critical University position.

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?

The AVP – Marketing and Communications is a critical position for leading the University’s marketing and branding efforts. In order to attract and retain a qualified candidate this additional salary is needed. This position will directly impact the final goal of the strategic plan to “Reposition Clayton State University in the higher education marketplace and beyond.” This position will impact, directly or indirectly, the University’s ability to proactively promote a positive image of Clayton State University to the community at large, to continue to grow our enrollment through increased visibility and enhanced targeting of prospective student audiences, and to continue to increase revenues generated from private sources.

With the number of high school graduates declining, drawing from other prospective student markets will be increasingly important if we are to maintain and even grow our enrollments. The AVP – Marketing and Communications position will provide the vision and strategy to increase visibility throughout our target markets, develop strategies to better communicate with those markets, and be instrumental in enhancing the University’s ability to more effectively market who we are.

This position would serve as the chief spokesperson of the University. While this position would be responsible for University-wide messaging and promoting a positive image of the University on an ongoing basis, it becomes critical when the University is forced to deal with a crisis or negative situation. The responses made to media during these times will help to define the public’s

perception of Clayton State's reputation. Having an individual with experience in handling the media in these situations will mitigate the risk of damaging the University's reputation.

Declining budgets and ever-increasing demands for additional scholarship and program support dollars has made generating revenue from private sources progressively more important. Being able to maximize the fundraising expertise present in the department is critical for securing as much of this revenue as possible. While the role of the AVP – Communications and Marketing will indirectly help this initiative by increasing the visibility of the institution, the position will have a more direct impact on “the bottom line” by enabling the Vice President for External Relations to focus a greater portion of her time in securing major gifts and building relationships with current donors and prospects.

While the AVP – Marketing and Communications position will impact Clayton State University in many immediate and positive ways, the impact will be felt throughout the University System of Georgia as the visibility of Clayton State University increases. As Clayton State University becomes an even greater institution of impact for the USG in South Metro Atlanta it will only serve to enhance the reputation of the System as a whole.

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

Part of the role of this position will be to define a set of metrics to more effectively measure our success in marketing the University. Once established, these metrics will serve to evaluate not only this position, but also the ROI of the marketing objectives and initiatives.