# Clayton State University

**Additional Funding Request**

## Budget Period 2009-10

**Division/Department:** External Relations/University Image and Communications & University Relations

**Priority Title:** Advertising

**Priority Number:** 1

**Funding Requested:** $15,000 X One-Year

**Description of Request:**

1. ***A few sentences describing or explaining or justifying the requested funds.***

Over the past two years, the Office of University Image and Communications and University Relations have pooled resources to fund advertising efforts promoting the University, publicizing academic programs, and featuring new residential housing facilities. We are making some progress with awareness and name recognition that did not exist two years ago. With an annual (combined) advertising expenditure of $85,000 for FY08 and $90,000 for FY09, our marketing resources are considerably less than our competitors by about half to two-thirds. In the metropolitan Atlanta marketplace, Georgia, and the Southeast, advertising costs are significant. A typical full page print ad is $4,000. Web site and cable advertising averages $1,000 to $3,000 per month. Interstate billboards average $2,000 to $4,000 per month depending on location. We recently completed a campaign on Georgia Public Broadcasting during the month of October which ran on every Public Broadcasting station in Georgia during prime-time evening programming. We currently have a billboard on I-75 NB just before Exit 233 which is scheduled to expire in December 2009. With the FY09 budget cut imposed on FY10 funds, we started the year collectively down $22,000. This means that we are already at a disadvantage in terms of maintaining the momentum we have established for the past two years. With a tight advertising budget, we have declined opportunities to continue or repeat some of our planned advertising and will not be able to engage in any new initiatives. Awareness of Clayton State University will improve only with sustained and consistent advertising endeavors. In order to improve and enhance the viability and visibility of Clayton State University by getting messages out to numerous audiences, advertising funds are critical.

1. ***Please explain how was the amount determined?***

The expenditure list for FY09 and FY10 provides exact cost estimates for various advertising initiatives. Whenever we can reach multiple counties in the metropolitan Atlanta area or target population centers around the state, those are good opportunities for Clayton State University to become more widely recognized. Some of these efforts will be curtailed in FY10 without aid.

Total Request: $15,000  
Explanation: Advertising resources to maintain competitive marketplace visibility

1. ***Explain why current budget can’t be redirected.***  
   All available funds are already allocated for priority advertising initiatives.
2. ***How many individuals will be benefitted or served or impacted?***  
   The entire University – particularly academic programs – will benefit from the funding because the marketing efforts we have been able to accomplish for the past two years can continue at a sustained level. Repeat messages are essential to establishing an identity in the minds of our audiences.
3. ***What are the consequences if the funds are not made available?***  
   We cannot sustain or grow our marketing efforts. We will be at a $20,000+ disadvantage to adequately promote Clayton State University in the metro Atlanta and Georgia marketplaces.