**Clayton State University**

**Additional Funding Request**

**Budget Period 2009-10**

**Division/Department:** Office of Recruitment and Admissions

**Priority Title:** Undergraduate Admission Advertising

**Funding Requested:** $30,430

**Explain or justify the requested funds.**

The advertising expenditures requested would increase visibility of Clayton State University and encourage application and enrollment for the Spring 2010 and Fall 2010 semesters in selected regions. Clayton State University currently suffers from low name and program recognition, even throughout the Metropolitan Atlanta area. While the Office of Recruitment and Admissions has some marketing and public relations efforts underway, few advertising projects were scheduled because of anticipated decline in application fee revenue. With additional funds, a variety of strategically-placed ads would reinforce the current communication initiatives (which include publications, e-communication, and recruitment at public events).

**Explain how the amount was determined.**

The amount was projected from Summer 2009 research of local media groups and advertising agencies.   The Admissions budget currently provides funds for phone calling, mail, brochures, special events and few individual advertising projects, but does not have monies to do larger-scale publicity.

The advertising will be oriented toward admission to the university in general, rather than to specific programs. The university as a whole will benefit from increased enrollment which, after all, is the source of part of these “unexpected” monies.

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| --- | --- | --- | --- | --- |
| **Advertising** |  |  |  | **Total** |
| **Newspapers:** | **# runs from 3/1/10**  **to 6/30/10** | **Cost per run** | **Total per paper** |  |
| * **Fayette County Citizen** | 3 | $ 560 | $ 1,680 |  |
| * **Coweta County Citizen** | 3 | $ 285 | $ 855 |  |
| * **Peachtree City/Tyrone Citizen** | 3 | $ 425 | $ 1,275 |  |
| * **Clayton News Daily/Henry Herald Saturday combo** | 3 | $ 1,000 | $3,000 |  |
| * **Georgia Perimeter Collegian** | 3 | $540 | $1,620 |  |
|  |  |  |  | $8,430 |
|  |  |  |  |  |
| **Video**  **(funds to develop recruiting video to be placed on the admission web page)** | | |  | $ 10,000 |
|  |  |  |  |  |
| **On-Line Advertising AJC**  **(targets people searching higher education southern crescent for spring ’10 enrollment and Atlanta metro for summer ’10 and fall ’10 enrollment)** | | |  | $ 10,000 |
|  |  |  |  |  |
| Campus Tours   * Tour guide shirts “Laker Insiders” * Training Materials * Name Tags * Bottled water | | | 1,000  500  200  300 | $2,000 |
|  |  |  |  |  |
| **Total** |  |  |  | $ 30,430 |

**Explain why the current budget can’t be redirected.**

Funds allocated to the Office of Recruitment and Admissions from state-appropriated sources and application fee monies are already committed to meet the regular ongoing needs of the office and its processes. If a portion of the current budget were to be redirected to advertise as proposed, there would be no resources remaining to follow-up on the leads produced.

**How many individuals will be benefited/served/impacted?**

Clayton State University as a whole would be affected by additional advertising efforts. Increasing the number of applications submitted and the number of students enrolling at the university would have a significant impact upon the institution’s budget, programs, faculty, facilities, and student body.

In addition, the advertising could have tangential benefits for other Clayton State goals besides enrollment. Increased visibility could also affect fund development, community relations, and athletics.

**What are the consequences if the funds are not made available?**

The Office of Recruitment and Admissions will continue with its current level of marketing and public relations, but today’s competitive college market (more college and universities are vying for prospective students) and economic climate (advertising rates are very reasonable) demonstrate that the time has never been better to capitalize upon additional funds for advertising purposes. Indeed, the resulting exposure could have implications for the entire university and its future.