Women's Giving Circle Grant Application

Instructions:

1. Complete all information in the grant proposal application.
2. Adhere to recommended text limits as indicated
3. Define any acronyms that are used in the proposal.
4. Upload the WGC Grant Application Budget Request Sheet as the final page of this application.
5. Please note that the WGC will not accept repeat applications beyond more than two consecutive years.
6. If you have questions, contact your unit's development officer for any clarifications or assistance in preparing your proposal.
7. Applications are due to the Women's Giving Circle by 5:00 p.m., May 15, Monday. Please deliver your application to your dean or development officer for review and approval prior to the submission deadline. We advise you to give these individuals sufficient time to make recommendations for changes and allow yourself time to execute them.
8. Remember to save a copy of your proposal before final submission.
9. We ask that you keep the following aspects of the Women's Giving Circle grant program in mind as you complete your application:

Women's Giving Circle Mission

To support innovative programs and research at the University of Arkansas

Women's Giving Circle Vision

To engage and empower women as philanthropic leaders at the University of Arkansas

Women's Giving Circle Funding Priorities

Support and promote scholarship, research, and service
Enrich the quality of life of women and children
Encourage outreach and engagement in Arkansas

Areas that meet the strategic priorities for the university and the WGC

- Focus on retention/graduation
- Increase undergraduate opportunities, i.e., building the endowment; involving students in research or service learning project with a collaborative bent
- Promote graduate student participation in research
- Focus on collaboration
- Follow the land grant mission to fund projects that support needs in the region and the state with emphasis on collaboration between colleges/departments/units
- Invest in faculty excellence
- Recruit first-generation students from Arkansas
- Advance the mission of the WGC

Identifying Information:

College or Unit Affiliation

Dale Bumpers College of Agricultural, Food and Life Sciences
Fay Jones School of Architecture and Design
J. William Fulbright College of Arts and Sciences
Sam M. Walton College of Business
College of Education and Health Professions
College of Engineering
Honors College
Graduate School and International Education
School of Law
Student Affairs
University Libraries
Other

*Please specify **OTHER** unit affiliation:* Student Affairs Development & Communiations

Title of Proposal: Student Media/Advertising Agency G.A. Appointment

Primary Contact and Title: Robyn Ledbetter, Director of Student Media

Primary Contact E-mail: rledbet@uark.edu

Primary Contact Phone Number: 4794090161

Project Summary (200 word maximum)

The Office of Student Media is launching a new student-run advertising agency this fall. I am requesting funding for a Graduate Assistant (G.A.) to assist with circulation, advertising sales and creative services. This grant would pay for the stipend for the G.A. appointment. This appointment would be for 9 months and aligns with the assessments of our strengths, challenges, opportunities and aspirations as an institution. The graduate assistant would work closely with the Journalism Department and its efforts to build a stronger graduate program. The work would be collaborative and imbued with a shared sense of optimism and excitement for the future of the University of Arkansas and Office of Student Media. 75 % of advertising and public relations (AD/PR) students are female. It is estimated almost half are from Arkansas and many are first generation college students. This G.A. appointment, although not specifically designed to target a female, will likely end up being female. The Office of Student Media employs around 100 students every year. They work as reporters, photographers, designers, various jobs in broadcast production and now will have the opportunity to work as media sales representatives, account executives, creative directors and graphic designers. We will hire a team of six in the fall to launch this new agency. This will be the first time journalism's many AD/PR students will have a designated, funded role in student media. We hope the G.A. will help lead the way.

Is this:

- ○ an expansion of a current program
- ◉ a new program

Please list media sites (if any) utilized by your project or program to publicize the project/program, i.e., website, social media, etc?

The Arkansas Traveler newspaper- uatrav.com, twitter & instagram- @uatrav, facebook.com/uatrav

UATV, University of Arkansas Student Television - uatvonline.net, twitter & instagram- @uatvnews, facebook/uastudenttelevision

KXUA, the student radio station- kxua.com, twitter & instagram- @kxua, facebook.com/kxua883

The Razorback Yearbook- razorbackyearbook.com, twitter & instagram- @razorbackyearbook

studentmedia.uark.edu (coming soon)

If your project is funded, describe innovative ways how the WGC will be recognized in the success/completion of your project?

Student Media has six promotional outlets that can be used to recognize the WGC. The Arkansas Traveler newspaper, UATV, Hill Magazine, KXUA, The Razorback Yearbook and the new agency, Red Hill, all provide opportunities for promotion. We can also design and execute a promotional plan for the grant to be put in Student Media outlets over the two year window.

Grant Proposal

What is the specific scholarly or community needs your grant request addresses? (100 word maximum)

This is new research ground for us. The creation of new knowledge and creative activities through the agency will help define student ad sales for the University of Arkansas. It's a real ground-floor effort. This appointment promotes innovation in teaching and learning. Potentially, this G.A. could assist in teaching a course for the Journalism Department. They will be heavily embedded in Student Media and their environment will truly be a learning lab that promotes the creation of timely and innovative academic programs and learning experiences.

How does your proposed project or program assess how these needs will be redressed? *(100 word maximum)*

We hope to grow advertising revenue by 50 % this first year. We also hope to generate revenue by creative services through the new agency, under the leadership of this new G.A. appointment. We will also be able to closely monitor the circulation of the newspaper and the magazine-- assessing routes, drops and retention.

Describe any unique and/or innovative aspects of your project or program that improves what is already known about your area of inquiry. *(100 word maximum)*

This G.A. would work hand-in-hand with the Department of Journalism and help build a collaborative and innovative campus. They will collaborate with professors and research similar agencies at peer institutions. The University of Arkansas is one of the only institutions in the SEC that does not have a student-advertising agency. AD/PR in the Department of Journalism is a growing area in Fulbright College, in fact Journalism is the second largest major in Arts and Sciences. The G.A. would assist with advertising sales, circulation for both the newspaper and the magazine and help coordinate sales training for the undergraduate sales staff; therefore focusing on advancing student success with real-world experience. The creation of new knowledge and creative activities through the agency will help define student ad sales for the University of Arkansas. It's a real ground-floor effort. This position will encourage engagement, collaboration, and provide outreach to the citizens and businesses with advertising sales and circulation.

Please list up to five (5) expected outputs and outcomes with corresponding measurements. (Please note: just listing outputs is not sufficient.)

-Growth in advertising creative services. This appointment would oversee the creative team and work closely with the student AD manager. They will coordinate account services and help organize the in-house software and client management files.
-Growth in advertising sales. They will oversee the sales staff, helping coordinate routine sales protocol, monitoring client relations and growth.
-Development in curriculum.
-Improvement in circulation with the Arkansas Traveler, Hill Magazine and the Razorback Yearbook. Monitor circulation routes, racks and placement.
-Research and improvement in underwriting sales for UATV and KXUA. Development of new rate cards and strategies for establishing broadcast sales.

Document if there are other programs/projects that attempt to address the same needs as your proposal. If so, describe whether and how you will collaborate with them.*(100-word maximum)*

The graduate assistant would work closely with the Journalism Department and its efforts to build a stronger graduate program. They will collaborate with professors and research similar agencies at peer institutions. There are no other programs on our campus that address the same needs as this would.

Demographic Considerations

First generation students engaged in the project: ◉ Yes ○ No

Number of current UA students engaged in the project: ~100

Geographic region served:

- ❍ Northwest Arkansas
- ❍ Southwest Arkansas
- ❍ Northeast Arkansas
- ❍ Southeast Arkansas
- ❍ Central Arkansas
- ◉ Campus

Budgetary Considerations

Have you received WGC Funding before?

- ❍ Yes
- ◉ No

Please provide the year(s) and project name(s).

Total proposed budget for project or program: (proposed budgets of more than $20K will not be considered; in typical years WGC proposals fall within in the $5-10K range):
$ 17,200

Should match Item 1 on Budget Request sheet.

Please list total funding commitments from external or campus sources to date:
$_____

Should match Item 2 on Budget Request sheet.

How much, if any, of your request involves funding for the following?

Please estimate using percentages

Student Compensation: ____%
Equipment: ____%

Total funds requested from WGC Grant:
$ 17,200

Should match Item 3 on Budget Request sheet.

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We hope that revenue from the new agency and sales staff will allow us to continue to pay the stipend for the G.A. appointment.

In the rare case that grant resources cannot be expended, be prepared to return the remaining funds to WGC.

If selected as a recipient for a WGC grants, you will be required to submit two progress reports, including a budget summary, as well as a poster of your project for purposes of grant presentation.

Please be sure to save this document within the Grant Application Packet.