

### COO-Marketing & Communication

Item	FT Salary Costs	Fringe Benefit	Total Base Salary & Fringe - Positions	Base Budget DPS/OE Requests	One-Time Requests	Capital Equipment Requests
Procure advertising services to expand the We Are Central campaign into additional US and International Markets. Includes production of new broadcast TV spot.				\$200,000		
Acquia Cloud Platform				\$33,797		
Juicer				\$2,388		
Zapier				\$828		
JotForm				\$594		
Carousel digital signage content management system (CMS) annual renewal (estimated ≤5% increase annually) for CCSU & MXCC				\$35,000		
Digital Signage 10% annual replacements and updates				\$40,000		
(2) Student workers to support the efforts of marketing & promotions				\$30,000		
Kwall					\$40,000	
Media Center Auxillary Studio - MarComm Office					\$1,458	
Digital Signage 2024 internal replacements and updates					\$30,000	
Anton-Bauer Titon 150 Lithium Battery/Reg					\$503	
Freshdesk					\$1,188	
Rebrandly					\$6,477	
Media Center Production Equipment					\$6,477	
Media Center/Shopkeeper Equipment Refresh					\$12,000	
<b>Total Request</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$342,607</b>	<b>\$98,103</b>	<b>\$0</b>

**CENTRAL CONNECTICUT STATE UNIVERSITY**  
**FY 2025 BUDGET REQUEST (EXCLUDES CAPITAL EQUIPMENT AND ONE-TIME REQUESTS) SUMMARY**  
**Balance to Budget Expansion Request Form**

**COO-Institutional Marketing and Communication**

Priority	Index	Budget Request Description	Budget Request \$	Reallocation	Net Request	Net "Running Request" Total	Funding Source for Reallocation	Identify if this will specifically contribute to a Key Activity in the 2030 Strategic Plan Action Plan or NECHE Standards. <b>Use Dropdown</b>			
								Health/Safety	Recruitment/Retention	2030 Strategic Plan	NECHE Standards
1	IMRK01	Procure advertising services to expand the We Are Central campaign into additional US and International Markets. Includes production of new broadcast TV spot.	\$200,000.00		\$200,000	\$200,000		Health and/or Safety	Recruitment/Retention	Goal 2: Increasing Access to Higher Education and Ensuring Student Success	Standard 9: Integrity, Transparency, and Public Disclosure
2	IMRK01	Acquia Cloud Platform	\$33,797.19		\$33,797	\$233,797		Health and/or Safety	Recruitment/Retention	Goal 2: Increasing Access to Higher Education and Ensuring Student Success	Standard 9: Integrity, Transparency, and Public Disclosure
3	IMRK01	Juicer	\$2,388.00		\$2,388	\$236,185		Health and/or Safety	Recruitment/Retention	Goal 2: Increasing Access to Higher Education and Ensuring Student Success	Standard 9: Integrity, Transparency, and Public Disclosure
4	IMRK01	Zapier	\$828.00		\$828	\$237,013		Health and/or Safety	Recruitment/Retention	Goal 2: Increasing Access to Higher Education and Ensuring Student Success	Standard 9: Integrity, Transparency, and Public Disclosure
5	IMRK01	JotForm	\$594.00		\$594	\$237,607		Health and/or Safety	Recruitment/Retention	Goal 2: Increasing Access to Higher Education and Ensuring Student Success	Standard 9: Integrity, Transparency, and Public Disclosure
6	MEDI03	Carousel digital signage content management system (CMS) annual renewal (estimated ≤5% increase annually) for CCSU & MXCC	\$35,000.00		\$35,000	\$272,607		Health and/or Safety	Recruitment/Retention	Goal 3: Fostering an Inclusive and Safe Campus Culture that Values and Encourages Individuals to Participate in a Free and Respectful Exchange of Ideas	Standard 7: Institutional Resources
7	MEDI03	Digital Signage 10% annual replacements and updates	\$40,000.00		\$40,000	\$312,607		Health and/or Safety	Recruitment/Retention	Goal 3: Fostering an Inclusive and Safe Campus Culture that Values and Encourages Individuals to Participate in a Free and Respectful Exchange of Ideas	Standard 7: Institutional Resources
8	IMRK01	(2) Student workers to support the efforts of marketing & promotions	\$30,000.00		\$30,000	\$342,607			Recruitment/Retention	Goal 3: Fostering an Inclusive and Safe Campus Culture that Values and Encourages Individuals to Participate in a Free and Respectful Exchange of Ideas	Standard 6: Teaching, Learning, and Scholarship
9					\$0	\$342,607					
10					\$0	\$342,607					
11					\$0	\$342,607					
12					\$0	\$342,607					
13					\$0	\$342,607					
14					\$0	\$342,607					
15					\$0	\$342,607					

**FY2025 Expansion Option Request Form – 3 page limit**

Budget Request #	<b>1</b>
Budget Request Description	<b>Procure advertising services to expand We Are Central campaign</b>
Contact Name:	<b>Christine Castonguay</b>

Itemize Components of Request (add additional rows if needed)	Index to be Funded	Annual Amount Requested	Fringe Benefit (30% for all FT emp, 7.4% - PT lect)	Index for Reallocation	(Reallocati on Amount)	Total Annual Request	Additional Comments
Procure advertising services to expand the We Are Central campaign into additional US and International Markets. Includes production of new broadcast TV spot.		200000				200000	Marketing campaign expansion
Total Annual Cost						\$200000	
<b>Net Requested Investment</b>						<b>\$200,000</b>	

**NOTE: Approved expansions may require documentation of positive impact.**

**1. Describe the existing proposed program and justify the request in detail (e.g., establish new position include position title, student workers, training).**

Central recently rebranded and launched a new marketing campaign. Next, we need to develop additional advertising materials including a broadcast TV spot with updated images. In addition, we have expanded US and International target markets.

**2. A. What are the benefits of implementing/expanding the base budget specifically as it relates to recruitment, retention and/or health and safety?**

Our marketing efforts are critical to recruitment, enrollment, and retention, as it is the primary way in which prospective students learn about Central.

**B. What are the consequences if budget expansion is not supported as it relates to recruitment, retention and/or health and safety?**

Without this expansion, it is possible we will not be able to support the university’s enrollment goals.

**3. Does this expansion impact the CSCU System Office required Academic Program Planning (APP) process? If so, how was it reflected in the report submitted to the BOR in October 2023?**

**FY2025 Expansion Option Request Form – 3 page limit**

Budget Request #	<b>1</b>
Budget Request Description	<b>Procure advertising services to expand We Are Central campaign</b>
Contact Name:	<b>Christine Castonguay</b>

- 4. Does this program/request overlap or have interrelationships and/or interdependencies with other programs, departments or divisions? If so, describe. Include feedback from these entities verifying support for the request.**

Our marketing materials support all aspects and resources that make Central a great place for higher education. The marketing materials are also able to use in a variety of platforms and showcased at special events.

- 5. For the index/indices to be funded, specify whether the funding is for discretionary personal services/operating expenses (DPS/OE) or personal services (PS) (i.e., salaried employees).**

- 6. If this request cannot be funded through reallocation, explain why. If this request can be partially or completely funded through reallocation, please describe.**

- 7. If this initiative is approved does it require any additional space or special technology? If yes, confirm you have consulted with Facilities/IT and describe the need below.**

<b>Facilities</b>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<input type="checkbox"/> N/A
<b>IT</b>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<input type="checkbox"/> N/A

**Description:**

- 8. Describe connection(s) with the 2030 Strategic Plan, specifying which goal(s) and objective(s) it supports and/or connection with NECHE Standard, identifying applicable standards (e.g. NECHE 5.3).**

Our marketing efforts support Goal 2: Increasing access to higher education and ensuring student success. Marketing drives awareness to prospective students and puts Central in the consideration set.

**FY2025 Expansion Option Request Form – 3 page limit**

Budget Request #	2, 3, 4, 5
Budget Request Description	Acquia, Juicer, Zapier, Jotform
Contact Name:	Christine Castonguay

Itemize Components of Request (add additional rows if needed)	Index to be Funded	Annual Amount Requested	Fringe Benefit (30% for all FT emp, 7.4% - PT lect)	Index for Reallocation	(Reallocati on Amount)	Total Annual Request	Additional Comments
Acquia Cloud Platform		\$33,797.19				\$33,797.19	Website CMS & Servers
Juicer		\$2,388				\$2,388	
Zapier		\$828				\$828	
JotForm		\$594				\$594	
Total Annual Cost						\$37,607.19	
Start up - one-time cost							
<b>Net Requested Investment</b>						<b>\$37,607.19</b>	

**NOTE: Approved expansions may require documentation of positive impact.**

**1. Describe the existing proposed program and justify the request in detail (e.g., establish new position include position title, student workers, training).**

The Acquia Cloud Platform is our website Content Management System (CMS). Our monthly view traffic has exceeded our estimates and we require upgrading to a higher subscription in order to keep the website accessible.

**2. A. What are the benefits of implementing/expanding the base budget specifically as it relates to recruitment, retention and/or health and safety?**

Our website is critical to recruitment, retention, and health and safety as it is the primary resource students, faculty, prospective students, etc. use to learn about Central and the programs we offer. All our academic information is on our website, as well as news, events, and contact information for various campus resources. Additionally, campus police direct people to the website during times of crisis for information.

**B. What are the consequences if budget expansion is not supported as it relates to recruitment, retention and/or health and safety?**

Without this expansion, it is possible the website would not be accessible for people to receive important or critical information that would help them to succeed at Central. When traffic limits are reached, Central could incur fees or have the website taken down until the month changes and our view limits reset.

Without adequate maintenance and updates to our web platform, our website could become vulnerable to hackers, or our out-of-date systems may affect our search engine rankings, making Central more difficult to find online.

**FY2025 Expansion Option Request Form – 3 page limit**

Budget Request #	2, 3, 4, 5
Budget Request Description	Acquia, Juicer, Zapier, Jotform
Contact Name:	Christine Castonguay

**3. Does this expansion impact the CSCU System Office required Academic Program Planning (APP) process? If so, how was it reflected in the report submitted to the BOR in October 2023?**

**4. Does this program/request overlap or have interrelationships and/or interdependencies with other programs, departments or divisions? If so, describe. Include feedback from these entities verifying support for the request.**

The website interacts with and affects all offices on campus. Every service, program, etc. we offer has a presence on our website in order to be effective and successful.

**5. For the index/indices to be funded, specify whether the funding is for discretionary personal services/operating expenses (DPS/OE) or personal services (PS) (i.e., salaried employees).**

**6. If this request cannot be funded through reallocation, explain why. If this request can be partially or completely funded through reallocation, please describe.**

**7. If this initiative is approved does it require any additional space or special technology? If yes, confirm you have consulted with Facilities/IT and describe the need below.**

<b>Facilities</b>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<input type="checkbox"/> N/A
<b>IT</b>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<input type="checkbox"/> N/A

**Description:**

**8. Describe connection(s) with the 2030 Strategic Plan, specifying which goal(s) and objective(s) it supports and/or connection with NECHE Standard, identifying applicable standards (e.g. NECHE 5.3).**

The website is a critical tool to any objective, goal, or initiative Central undertakes. NECHE has specific requirements for what information must be shared to the public on the university’s website. If our website becomes inoperable, we will no longer be compliant with NECHE standards.

**FY2025 Expansion Option Request Form – 3 page limit**

Budget Request #	<b>6</b>
Budget Request Description	<b>Digital Signage Annual Content Management System (CMS)</b>
Contact Name:	<b>Jodi Latina</b>

Itemize Components of Request (add additional rows if needed)	Index to be Funded	Annual Amount Requested	Fringe Benefit (30% for all FT emp, 7.4% - PT lect)	Index for Reallocation	(Reallocation Amount)	Total Annual Request	Additional Comments
CMS renewal (Carousel)		35,000				35,000	
Total Annual Cost						35,000	
Start up - one-time cost							
<b>Net Requested Investment</b>						<b>35,000</b>	

**NOTE: Approved expansions may require documentation of positive impact.**

**1. Describe the existing proposed program and justify the request in detail (e.g., establish new position include position title, student workers, training).**

The existing campus internal digital signage system has been funded under Covid funding since 2020. Annual renewals are now the responsibility of the Communications and Media office and are being requested to maintain the operation of this service and system throughout the Central campus and CCSU-MXCC shared instance of signage.

**2. A. What are the benefits of implementing/expanding the base budget specifically as it relates to recruitment, retention and/or health and safety?**

Maintain the existing digital signage content and functionality that is available on close to 200 internal screens throughout the Central campus and 6 screens at MXCC. Highlighted benefits include and are not limited to; emergency campus notifications, health and safety updates, student academic reminders and deadlines that improve enrollment and retention, and campus communications and promotional efforts related to important campus-wide gatherings and events.

**B. What are the consequences if budget expansion is not supported as it relates to recruitment, retention and/or health and safety?**

The digital signs throughout campus will cease to operate. No content will be present on the displays, scheduling control of the displays will not exist, end user roles for use of certain local building displays will not exist, campus ENS/EAS will have a significant gap amongst many other lost elements.

**FY2025 Expansion Option Request Form – 3 page limit**

Budget Request #	<b>6</b>
Budget Request Description	<b>Digital Signage Annual Content Management System (CMS)</b>
Contact Name:	<b>Jodi Latina</b>

**3. Does this expansion impact the CSCU System Office required Academic Program Planning (APP) process? If so, how was it reflected in the report submitted to the BOR in October 2023?**

n/a

**4. Does this program/request overlap or have interrelationships and/or interdependencies with other programs, departments or divisions? If so, describe. Include feedback from these entities verifying support for the request.**

n/a

**5. For the index/indices to be funded, specify whether the funding is for discretionary personal services/operating expenses (DPS/OE) or personal services (PS) (i.e., salaried employees).**

n/a

**6. If this request cannot be funded through reallocation, explain why. If this request can be partially or completely funded through reallocation, please describe.**

The funds do not currently exist outside of the expiring Covid funding model.

**7. If this initiative is approved does it require any additional space or special technology? If yes, confirm you have consulted with Facilities/IT and describe the need below.**

<b>Facilities</b>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<input type="checkbox"/> N/A
<b>IT</b>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<input type="checkbox"/> N/A

**Description:**



**FY2025 Expansion Option Request Form – 3 page limit**

Budget Request #	<b>6</b>
Budget Request Description	<b>Digital Signage Annual Content Management System (CMS)</b>
Contact Name:	<b>Jodi Latina</b>

**8. Describe connection(s) with the 2030 Strategic Plan, specifying which goal(s) and objective(s) it supports and/or connection with NECHE Standard, identifying applicable standards (e.g. NECHE 5.3).**

2030 Strategic Plan Goal 3: provides additional campus health and safety communications and notifications as well as more options for communication of various campus office, department, and student related events including speaking engagements and gatherings that incorporate various ideas being shared.

NECHE Standard 7: information, physical, and technological resources are supplied under this initiative to provide additional campus health and safety communications and notifications as well as support institutional improvement.

**FY2025 Expansion Option Request Form – 3 page limit**

Budget Request #	7
Budget Request Description	<b>Digital Signage Annual 10% Maintenance and Replacement</b>
Contact Name:	<b>Jodi Latina</b>

Itemize Components of Request (add additional rows if needed)	Index to be Funded	Annual Amount Requested	Fringe Benefit (30% for all FT emp, 7.4% - PT lect)	Index for Reallocation	(Reallocation Amount)	Total Annual Request	Additional Comments
Maintenance, replacement & updating of physical components		40,000				40,000	
<b>Total Annual Cost</b>						<b>40,000</b>	
Start up - one-time cost							
<b>Net Requested Investment</b>						<b>40,000</b>	

**NOTE: Approved expansions may require documentation of positive impact.**

**1. Describe the existing proposed program and justify the request in detail (e.g., establish new position include position title, student workers, training).**

The existing campus internal digital signage system has been funded operationally (CMS) under Covid funding since 2020. Annual maintenance issues that arise, replacements and updating of physical components have been unfunded and are now the responsibility of the Communications and Media office and are being requested to maintain the operation of this service and system throughout the Central campus and CCSU-MXCC shared instance of signage.

This request is being made to maintain up to 10% of the existing digital signage physical components which may include displays, mounting hardware, signage players, necessary relocations that comprise labor/power/data changes and other unforeseen elements of maintaining the physical digital signage presence throughout internal campus buildings. The Central campus is approaching close to 200 displays with an additional 6 displays currently on the MXCC campus as part of the CCSU enrollment initiatives. This funding is not intended for expansion of the existing signage installation footprint.

**2. A. What are the benefits of implementing/expanding the base budget specifically as it relates to recruitment, retention and/or health and safety?**

Maintain the existing digital signage content and functionality that is available on close to 200 internal screens throughout the Central campus and 6 screens at MXCC. Highlighted benefits include and are not limited to; emergency campus notifications, health and safety updates, student academic reminders

**FY2025 Expansion Option Request Form – 3 page limit**

Budget Request #	7
Budget Request Description	<b>Digital Signage Annual 10% Maintenance and Replacement</b>
Contact Name:	<b>Jodi Latina</b>

and deadlines that improve enrollment and retention, and campus communications and promotional efforts related to important campus-wide gatherings and events.

**B. What are the consequences if budget expansion is not supported as it relates to recruitment, retention and/or health and safety?**

The digital signs throughout campus will degrade or cease to operate. As screens degrade, they begin to darken making areas of the screen unreadable. They will eventually fail completely. No content will be present on the displays, or it will be unreadable, campus general communications and ENS/EAS will have a significant gap amongst other lost elements.

**3. Does this expansion impact the CSCU System Office required Academic Program Planning (APP) process? If so, how was it reflected in the report submitted to the BOR in October 2023?**

n/a

**4. Does this program/request overlap or have interrelationships and/or interdependencies with other programs, departments or divisions? If so, describe. Include feedback from these entities verifying support for the request.**

n/a

**5. For the index/indices to be funded, specify whether the funding is for discretionary personal services/operating expenses (DPS/OE) or personal services (PS) (i.e., salaried employees).**

n/a

**6. If this request cannot be funded through reallocation, explain why. If this request can be partially or completely funded through reallocation, please describe.**

The funds do not currently exist to support annual maintenance, refresh or updating of the digital signage system.

**FY2025 Expansion Option Request Form – 3 page limit**

Budget Request #	7
Budget Request Description	<b>Digital Signage Annual 10% Maintenance and Replacement</b>
Contact Name:	<b>Jodi Latina</b>

7. If this initiative is approved does it require any additional space or special technology? If yes, confirm you have consulted with Facilities/IT and describe the need below.

<b>Facilities</b>	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
<b>IT</b>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<input type="checkbox"/> N/A

**Description:** In the event of a relocation, Facilities Management is consulted and approves the relocation ahead of the process being initiated.

8. Describe connection(s) with the 2030 Strategic Plan, specifying which goal(s) and objective(s) it supports and/or connection with NECHE Standard, identifying applicable standards (e.g. NECHE 5.3).

2030 Strategic Plan Goal 3: provides additional campus health and safety communications and notifications as well as more options for communication of various campus office, department, and student related events including speaking engagements and gatherings that incorporate various ideas being shared.

NECHE Standard 7: information, physical, and technological resources are supplied under this initiative to provide additional campus health and safety communications and notifications as well as support institutional improvement.

**FY2025 Expansion Option Request Form – 3 page limit**

Budget Request #	<b>8</b>
Budget Request Description	<b>Student Workers to support marketing and promotions</b>
Contact Name:	<b>Christine Castonguay</b>

Itemize Components of Request (add additional rows if needed)	Index to be Funded	Annual Amount Requested	Fringe Benefit (30% for all FT emp, 7.4% - PT lect)	Index for Reallocation	(Reallocation Amount)	Total Annual Request	Additional Comments
(2) Student Workers		30000				30000	Student workers hands on experience in the marketing, promotions and web functions
<b>Total Annual Cost</b>						<b>\$30000</b>	
<b>Net Requested Investment</b>						<b>\$30,000</b>	

**NOTE: Approved expansions may require documentation of positive impact.**

**1. Describe the existing proposed program and justify the request in detail (e.g., establish new position include position title, student workers, training).**

Marketing & Promotions department provides a service request system to the university for assistance with graphic design, copywriting, and web initiatives. The volume of these requests has increased significantly with the launch of the new website and branding efforts. By having 2 additional student workers who are currently art or technology majors will provide a hands on experiential learning opportunity.

**2. A. What are the benefits of implementing/expanding the base budget specifically as it relates to recruitment, retention and/or health and safety?**

Student worker positions in the marketing department provides students a hands on learning experience to work with our graphic design team, writers, and web developers. This can aid in retention by providing a valuable on campus experience that is also a resume builder for the student. In addition, this provides an inclusive way for students’ feedback to be integrated into the materials and language we use for recruitment.

**B. What are the consequences if budget expansion is not supported as it relates to recruitment, retention and/or health and safety?**

**FY2025 Expansion Option Request Form – 3 page limit**

Budget Request #	<b>8</b>
Budget Request Description	<b>Student Workers to support marketing and promotions</b>
Contact Name:	<b>Christine Castonguay</b>

Without the additional student workers, we will not be able to address as many service requests, it’s a missed opportunity for the students and we won’t have student engagement throughout the production of new materials.

3. **Does this expansion impact the CSCU System Office required Academic Program Planning (APP) process? If so, how was it reflected in the report submitted to the BOR in October 2023?**
  
4. **Does this program/request overlap or have interrelationships and/or interdependencies with other programs, departments or divisions? If so, describe. Include feedback from these entities verifying support for the request.**  
 All departments request assistance with marketing collateral, signage, and web enhancements.
  
5. **For the index/indices to be funded, specify whether the funding is for discretionary personal services/operating expenses (DPS/OE) or personal services (PS) (i.e., salaried employees).**
  
6. **If this request cannot be funded through reallocation, explain why. If this request can be partially or completely funded through reallocation, please describe.**
  
7. **If this initiative is approved does it require any additional space or special technology? If yes, confirm you have consulted with Facilities/IT and describe the need below.**

<b>Facilities</b>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<input type="checkbox"/> N/A
<b>IT</b>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<input type="checkbox"/> N/A

**Description:**

8. **Describe connection(s) with the 2030 Strategic Plan, specifying which goal(s) and objective(s) it supports and/or connection with NECHE Standard, identifying applicable standards (e.g. NECHE 5.3).**

Student workers in the Marketing area support Goal 3: Fostering an inclusive and safe campus culture that values and encourages individuals to participate in a free and respectful exchange of ideas.

CENTRAL CONNECTICUT STATE UNIVERSITY  
 FY 2025 ONE TIME REQUEST (EXCLUDES CAPITAL EQUIPMENT AND PERMANENT BUDGET REQUESTS) SUMMARY

COO-Institutional Marketing and Communication

Priority	Index	Budget Request Description	# of Items	Cost Per Item	Total Request	"Running" Total	Identify if this will specifically contribute to a Key Activity in the 2030 Strategic Plan Action Plan or NECHE Standards. Use Dropdown				Rationale for Request
							Health/Safety	Recruitment/Retention	2030 Strategic Plan	NECHE Standards	
1	IMRK01	Kwall			\$40,000	\$40,000	Health and/or Safety	Recruitment/Retention	Goal 2: Increasing Access to Higher Education and Ensuring Student Success	Standard 9: Integrity, Transparency, and Public Disclosure	Kwall supports the Central website by providing software updates, bug fixes, and new developments to our Website Content Management System. Keeping our system up to date is critical for almost all programs, initiatives, and activities on campus.
2	IMRK01	Media Center Auxillary Studio - MarComm Office			\$1,458	\$41,458	Health and/or Safety	Recruitment/Retention	Goal 2: Increasing Access to Higher Education and Ensuring Student Success	Standard 7: Institutional Resources	Media Center staff facilitate video messages from President and leadership team in addition to coordinating various marketing and media projects that involve faculty and student testimonials.
3	MEDI03	Digital Signage 2024 internal replacements and updates	15	\$2,000	\$30,000	\$71,458	Health and/or Safety	Recruitment/Retention	Goal 3: Fostering an Inclusive and Safe Campus Culture that Values and Encourages Individuals to Participate in a Free and Respectful Exchange of Ideas	Standard 7: Institutional Resources	Utilized for campus communications including but not limited to; health and safety updates, emergency notifications, student academic reminders and deadlines, campus promotional efforts for academic and institutional gatherings. A number of these digital signs are failing and have reached the end of their lifespan (estimated 5 years) and are in need of replacement/updating.
4	IMEDI03	Anton-Bauer Titon 150 Lithium Battery/Reg			\$503	\$71,961	Health and/or Safety	Recruitment/Retention	Goal 2: Increasing Access to Higher Education and Ensuring Student Success	Standard 9: Integrity, Transparency, and Public Disclosure	Media Center staff facilitate video messages from President and leadership team in addition to coordinating various marketing and media projects that involve faculty and student testimonials.
5	IMRK01	Freshdesk			\$1,188	\$73,149	Health and/or Safety	Recruitment/Retention	Goal 2: Increasing Access to Higher Education and Ensuring Student Success	Standard 9: Integrity, Transparency, and Public Disclosure	Freshdesk is a customizable ticketing system that will improve our ability to serve the campus community. It allows for custom online intake forms, automation, and allows users to submit tickets via email. Our current ticketing system does not have sufficient tools and features for us to adequately respond to incoming web requests in a timely manner.
6	IMRK01	Rebrandly			\$6,477	\$79,626	Health and/or Safety	Recruitment/Retention	Goal 2: Increasing Access to Higher Education and Ensuring Student Success	Standard 5: Students	Rebrandly will allow us to create custom URL redirects that will not only improve the effectiveness of our marketing efforts, but will allow us the ability to better see how people are finding and navigating our website. This data is integral to improving Central's presence online
7	MEDI03	Media Center Production Equipment			\$6,477	\$86,103	Health and/or Safety	Recruitment/Retention	Goal 2: Increasing Access to Higher Education and Ensuring Student Success	Standard 5: Students	Media Center hires students to be on-staff for media production work, and the items listed in the quote will allow them to complete said work efficiently.
8	MEDI03	Media Center/Shopkeeper Equipment Refresh			\$12,000	\$98,103		Recruitment/Retention	Goal 2: Increasing Access to Higher Education and Ensuring Student Success	Standard 5: Students	Adding (6) Canon Vixia G70 camcorders will be an upgrade from our current camcorders and allow for filming in 4k. Purchasing a Canon Rebel and Nikon D7500 DSLR camera will improve our stock as the DSLR cameras are always being loaned out. Purchasing 64gb SD for new camcorders and DSLRs so media can be saved. Also carrying bags for new cameras. An Epson projector will be another upgrade from our current stock as our old projectors are not as bright as they use to be. A Shure SM7B podcast mic as well will add to our stock, we currently have 1 other podcast mic and it is checked out frequently.
9					\$0	\$98,103					

**\$98,103**