

BUDGET PROPOSAL CONTACT INFORMATION

Department Name: Career Development & Education

Create Date: 02/06/2026

Due Date: 02/06/2026

Submitter Name: Dawn Williams

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Phone Number: 2536924835

Department Head Approval:

Department Head: Amanda Figueroa

Requested Amount: **\$12,550**

Departmental Information

STUDENT UTILIZATION

Students who attend UW Tacoma are concerned about the return on investment they will get from devoting their time and money to obtaining a degree, and access to career preparation varies across academic programs. There is a high need for students to have access to the co-curricular career education services Career Development & Education provides, yet there is little student awareness about the services and programs offered. The marketing efforts of the student position proposed here will ensure more students are aware of how to access our services, helping them to be competitive for jobs and internships.

CORE VALUES/MISSION ALIGNMENT

The goals below are only achievable if students know the office and resources available to them -- which makes a Marketing position essential to achieving our goals.

Students – Career Development provides guidance and expertise to all campus stakeholders in improving post-graduation success, and supporting access to internships (a high-impact practice). We also manage the job board where campus jobs, paid student positions, internships, and off-campus

jobs are posted for students and alumni.

Goal 2: Enhance student wellbeing

Success Indicator: Expand student support ecosystems. Increase student awareness of and satisfaction with the availability and accessibility of UW Tacoma resources, support and infrastructure

Success Indicator: Improve post-graduation success of our alumni, as measured by established indicators.

Equity –We have relationships and shared programming with First Gen Initiatives and Passport Champions and are expanding work with economically marginalized students. We hope to expand connections to student organizations focused on serving underrepresented student populations. Additionally,

through these relationships we will have our student Marketing Assistant develop targeted marketing materials to different groups to ensure equitable awareness and access to career services. We are also actively pursuing partnerships with employers who have diversity and equity-focused internship

and employment programs.

Equity Goal: Promote and model inclusive excellence and social justice

Goal 10: Intentionally create spaces, programs and activities that encourage engagement with our campus.

Success Indicator: Create and expand opportunities to activate our campus.

Success Indicator: Reduce disparities in achievement, experience and opportunity across diverse groups of faculty, staff and students.

Success Indicator: Increase opportunities for students

SAF-FUNDED PROGRAM OR SERVICES GOALS AND OUTCOMES

It is important to develop marketing strategies to increase student awareness of how Career Development can help them navigate their career search and to help them connect with employers. Our

Marketing Assistant will help to create clear, professional marketing materials to increase our visibility through campus platforms and on social media.

STUDENT UTILIZATION (COMPARISON OVER PAST 2 YEARS)

COLLECTION OF FEEDBACK & IMPROVEMENTS

We handle registration for all events through Handshake and check students in for programming they attend. We regularly assess which groups of students (academic year, major) are engaging more frequently and increase outreach to programs that are not as represented. Additionally, we use Handshake to track PCC drop-ins allows us to capture more detailed demographics of who is utilizing our office. We also check-in regularly with the Peer Career Coaches to gain their perspective of how students are feeling about the services we provide. We update our training materials to reflect changing needs of students and also industry trends for resumes, cover letters, and application practices.

SERVICE BENEFITS TO STUDENTS

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Staff Budget Requests

Category	Details	Amount Requested
Student Staff ³	Marketing Assistant student staff role - 15 hours /week during the academic year E001	
	Student Staff Wages:	\$10,800
	Fringe @ 16.2%:	\$1,750
	PERSONNEL TOTAL:	\$12,550

Other Budget Requests

Category	Details	Amount Requested
	SUPPLEMENTAL TOTAL:	\$0

PERSONNEL TOTAL:	\$12,550
SUPPLEMENTAL TOTAL:	\$0
COMPLETE PROPOSAL TOTAL:	\$12,550

Supplemental Documents