2014-15 SAFC Annual Allocation Process

SAFC Annual Allocation Budget Request

The Services and Activities Fee Committee (SAFC) formally invites entities to submit requests for annual allocation funding. According to SAFC Guidelines, “The annual budget process will be the primary process for recommending the distribution of S&A Fees for the ensuing fiscal year. Program and budget proposals considered during the annual budget process will be to fund general annual operating costs necessary to run an organization, department, or service. Annual budgets will not include capital expenditures or planned expenditures for specific events or activities, with the exception of the SAB.” For specific criteria and timelines, please refer to the SAFC Policies and procedures available online at:

http://www.tacoma.washington.edu/studentaffairs/SI/funding_safc.cfm

Your presence may be requested for a brief presentation and for possible questions by the committee. The SAFC Chair will contact those submitting proposals to notify them of meeting date(s) and time(s).

Department Name
Health & Wellness Education and Promotion (HWEP)

Contact Name
F. Jeri Carter

Email Address
fjcarter@uw.edu

Phone Number
253.692.4405

Requested amount
$35,131

Do you have approval from your department supervisor to submit this proposal?
Yes

Provide a general statement of the services provided by the department/organization and what this request will fund in 2014-15. (Limit 500 words)

Health and Wellness Education and Promotion supports the overall health, safety, and well-being of the campus community, with specific emphasis on outreach education and prevention programming, and provides tools to assist students in the development of lifelong healthy behaviors. HWEP and the Office of Student Success are committed to supporting the retention and success of all UWT students through ensuring access to timely, accurate, high-quality health and wellness information and resources.

HWEP services, including educational materials, information, customizable programming upon request, classroom presentations, and a variety of outreach programming and events, are available to all currently-enrolled University of Washington Tacoma students.

HWEP has seen steady growth in demand/utilization over the past three years. While most of the increase has been in utilization of online and web-based resources, we have had a 34% increase in walk-in utilization. Growth in both of these areas has overrun our current resources, exceeding the capacity of our single half-time Coordinator.

This request will fund a half-time Student Outreach Coordinator, a half-time Student Information Assistant (both student worker positions); fixed costs of operating the office (computer and phone access and associated technology fees, etc.); minimal office supply expenses; outreach and educational/informational materials; and modest event-support funds (e.g., postage, advertising,
event supplies, targeted marketing to veterans, students with disabilities, first-generation, and other special needs, at-risk, or other populations in need of focused support).

The HWEP Outreach Coordinator assists in the design and implementation of a comprehensive wellness and health education program for students and other campus constituents, and coordinates the Campus Wellness Outreach Program and wellness events. She develops and maintains web content, including webpage, Facebook, and other social media platforms to ensure that students have readily-available access to health and wellness resources.

The Student Information Assistant supports outreach initiatives and programs, provides on-site information and support to students seeking health and wellness assistance, and provides support for electronic and web-based information, including social media, and provides desk coverage to assist students accessing services.

Describe your departmental/organizational goals for the current program year (2013-14), and any outcomes data you have on those goals thus far. (Limit 500 words)

• Increase online health & wellness resources. Outcomes: We saw a 360% increase in Facebook reach from the beginning of the year to through January; we produced and uploaded five health & wellness-related YouTube videos
• Promote and enhance positive knowledge, skills, and attitudes about lifelong health and wellness. Outcomes: Developed information campaigns for Breast Cancer Awareness, Smoking Cessation, Gratitude, and Domestic Violence; collaborated with students, SAES units, campus partners, and community health groups in sponsoring and hosting health and wellness informational events that reached approximately 2100 students; partnered with Washington Healthplan Finder and healthfinder.gov in providing timely, accurate information about the Affordable Care Act, developing and disseminating information and FAQs specifically targeted to college students.

How many students utilize your services, and how does that compare with the prior two years? (Limit 200 words)

Students access our information and resources via a variety of methods (events, on- and off-site pamphlets and brochures, web-based resources, etc.), it is difficult to determine the full impact of these efforts. Given that much of the information we provide is associated with confidential and/or sensitive topics, we do not ask students to sign in to most of our events and screenings, nor do we track who takes our printed resources. However, we are able to infer impact from available, non-identifiable data, as well as from anecdotal evidence. In 2011-2012, our first year of funding from SAFC for this program, health and wellness outreach event programming more than doubled (from 8 events to 16, including two residential outreach programs; received 4329 "hits" on Student Health 101; and reached an estimated 2350 students during public events.

In 2012-2013, we held 18 outreach events, 2 residential outreach programs. In addition, we focused efforts toward "on-demand" resources; increased our Facebook hits 86% over the previous year; and increased Student Health 101 hits from 4329 to 5326.

In the current year, we increased our Facebook reach 360% over the previous year, distributed more than twice as many print materials, brochures and pamphlets, and saw a 34% increase in our on-site, in-person student visits to our offices, requesting information and resources. The highest areas of interest and need were health insurance, reproductive health issues and products, acute and/or contagious illnesses, stress, tobacco cessation, mental and developmental disorders and illnesses (depression, anxiety, bipolar disorder, and autism spectrum disorders.

What mechanisms do you have in place to collect feedback on your services and how have you used this assessment data to improve services? (Limit 500 words)

Where feasible, HWEP conducts point of service evaluations (e.g., scheduled workshops and trainings). Based upon these data, students rated this year's outreach programming (on a 0-5 scale, with 5 being highest level of satisfaction) at 4.81/5.00, down slightly, but not statistically significantly, from last year’s ratings.

We track utilization, as well as subjective data (student comments) as one measure of student engagement with our electronic access outreach resources (e.g., Student Health 101, Facebook, YouTube, etc.), and have used these data to inform our subsequent programming.

Evaluation processes sample both across all students (University-wide Student Surveys) as well as point-of-service for students actually utilizing HWEP, and this student input forms the core of our evaluation process.

In addition, OSS and HWEP staff encourage and solicit feedback from students and the campus community about their health and wellness concerns, and suggestions for what resources, information, and programming they need to achieve their health and wellness goals, and support their success.

OSS/HWEP staff regularly reviews and discusses data from all of these sources, and use them to effect continuous quality
improvement in existing programs, resources, and services, and identify new opportunities to better serve students.

How do proposed services match the core values/mission of your department and the university? (Limit 250 words)

HWEP's mission is to offer high-quality, accessible, timely and effective healthcare information, education, and support, so that students may make informed and healthy lifestyle choices.

Provision of on-campus Health & Wellness Education and Promotion is well-aligned with:

- SAFC core values related to support for student health and wellness
- University values, especially excellence through provision of an environment where students can succeed; community through fostering an atmosphere in which individuals work together to make their best contributions; diversity through supporting individuals who may experience barriers in access; and innovation through expansion of resources and thoughtful use of existing ones
- Division, Departmental (OSS/SHAW), and Program (HWEP) Mission and Strategic Initiatives: Our departmental mission is to support student retention and success through programs and services that promote student development, enable personal success, and enhance civic and global engagement. Our vision is to provide exemplary, holistic services and programs that engage and empower students to become healthy and productive contributors to civic and global communities. We focus on five key areas as lenses through which we direct our energies toward achievement of our mission:
  - Diversity
  - Innovation
  - Customer Service
  - Student Retention and Success
  - Relationship

Through these key areas of focus, we support the mission of the University and the Office of Student Success, and seek to provide excellent and efficient student services, sustain a healthy and safe campus community, and contribute to student success.

What are the most meaningful benefits of your services to students? (Limit 250 words)

1. Students are exposed to information and education that affords them the chance to become informed consumers of health and wellness options;
2. Students are encouraged to become conscious of, and to think critically about, everyday health behaviors and attitudes, and to consider healthier alternatives;
3. Health and wellness is promoted within a holistic context that takes into account body, mind, and spirit; and supports thoughtful engagement via this context;
4. By increasing awareness, engagement, and learning about healthy choices, HWEP promotes student success while at UW Tacoma, and facilitates lifelong healthy attitudes and behaviors.

Required: Please use the following Excel Spreadsheet (https://tacoma.collegiatelink.net/organization/student-involvement/DocumentLibrary/View/220813) template to complete your 2014-2015 Annual Allocation Budget. The template includes an example of what a budget could look like, but enter only the pertinent information for your program. If you do not have a request in one of the given categories, simply enter "not-applicable" in the narrative column and "$0" in the amount column.

If you are unable to open the above spreadsheet, please use the following link:
https://tacoma.collegiatelink.net/organization/student-involvement/DocumentLibrary/View/138499

Uploaded File: 2014-15_HWEP_SAFC_Budget_Form.xls

If the program/service was previously funded by the SAFC, please use the SAFC Budget Summary Template (https://tacoma.collegiatelink.net/organization/student-involvement/DocumentLibrary/View/220811) and attach a budget summary of current 2013-14 expenditures, encumbrances, and revenue.

If you are unable to open the above spreadsheet, please use the following link:
https://tacoma.collegiatelink.net/organization/student-involvement/DocumentLibrary/View/138510

Next Steps

The SAFC will review all submitted proposals and may request a presentation from applicants to further detail proposals and answer questions. Allocations to fund operating budgets are valid and available for expenditure during the ensuing fiscal year only. All unspent and unencumbered funds, at the end of each fiscal year, shall revert to the Contingency fund and shall be carried forward to future allocations.

The Committee will release a preliminary program and budget allocation recommendation by late spring quarter. An appeal of the committee’s decision on any specific budget request may be made. An appeal must allege a violation of the State Constitution, applicable state laws, applicable university regulations or a misrepresentation of the facts that may invalidate the allocation. The Committee will respond to all allocation appeals in a timely manner. The Committee Chair shall transmit the final annual budget recommendations of the committee with supporting documentation to the Chancellor by mid-May. Any change in the intent of an approved allocation that alters its objectives as originally described and appropriated must have the approval of the Committee before any change occurs. The Committee may place stipulations on the use of funds and/or recommend guidelines in the operations of a program as long as they are in compliance with university policy, state, and federal law.

By checking this box, you are confirming that you have read the above and agreed to the SAFC guidelines as well as any terms and conditions implied in this proposal including those imposed by the University of Washington Tacoma.

As this document is an official proposal for funding, you understand that you must follow all of the guidelines as listed above. By submitting this proposal for funds, you also understand that by not following the guidelines, policies, and procedures of this request, your proposal may not be funded in full or part. Any questions regarding this proposal can be directed to Dean Kelly, compliance officer for SAFC, at kellyd@uw.edu.

Selected

** Your proposal is not complete until you click next below and press submit **

To view your submissions and their status, please visit "My Involvement“ and then "Submissions". Proposals will not be "approved“ until all arrangements are made.

Press the NEXT button below to submit your proposal. -->
**SAFC Budget Template**

* The SAFC committee has the authority to make recommendations or stipulations to your budget request.
* See the Legend below for brief descriptions of what belongs in each budget category

<table>
<thead>
<tr>
<th>Category</th>
<th>Narrative</th>
<th>Amount Requested</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Personnel</strong></td>
<td>Salary for Student Outreach Coordinator and Student Information Assistant: Student Outreach Coordinator -- 20 hours/week @ $11 for 48 weeks = $11,000 + 16.5% loading rate ($1819) = $12,815 Student Information Assistant -- 20 hours/week @$10.50 for 50 weeks = $10,500 + 16.6% loading rate ($1733) = $12,233 Student Leadership Retreat and Leadership Training (Salary): SLR (5 days/40 hours) and LT (3 days/24 hours) for two student employees 64 hours @ $11 = $704 + 16.5% loading ($116) = $820 64 hours @ $10.50 = $672 + 16.5% loading ($111) = $783</td>
<td>$26,651</td>
</tr>
<tr>
<td><strong>Fringe Benefits</strong></td>
<td>See calculations above for 16.5% loading; otherwise not applicable</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Travel and Training</strong></td>
<td>Not applicable</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Supplies</strong></td>
<td>Educational Outreach Materials (including brochures, pamphlets, posters, informational materials, interactive programming, etc.) = $4,000 Office Supplies ($40/month for 12 months) = $480</td>
<td>$4,480</td>
</tr>
<tr>
<td><strong>Equipment</strong></td>
<td>Not applicable</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Events/ Activities</strong></td>
<td>Fees, postage, advertising, event supplies, targeted marketing to veterans, students with disabilities, first-generation, and other special needs, at-risk, or other populations in need of focused support</td>
<td>$3,000</td>
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<tr>
<td><strong>Other</strong></td>
<td>Fixed operational expenses (office phone and computer lines, etc.)</td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>$35,131</td>
</tr>
</tbody>
</table>

**Personnel** (Staffing)

**Fringe Benefits** (Medical, dental, etc…) Professional 34%, Classified 37.7%, Student hourly 16.5%

**Travel and Training** (Conferences, mileage, training, etc…)

**Supplies** (General consumable office supplies)

**Equipment** (Includes durable non-technology office equipment, i.e… Furniture, cabinets, etc…)

**Events/ Activities** (Org activities including set up, take down, event fees, etc)

**Other** (Other misc costs such as copying, phone, fax, membership, outreach, etc…)
**SAFC Budget Summary Template**

* The SAFC committee has the authority to make recommendations or stipulations to your budget request.
* See the Legend below for brief descriptions of what belongs in each budget category

<table>
<thead>
<tr>
<th>Category</th>
<th>Award Amount</th>
<th>Expensed</th>
<th>Encumbered</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personnel</td>
<td>$12,815</td>
<td>$7,784</td>
<td>$5,031</td>
<td>$ -</td>
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<tr>
<td>Fringe Benefits</td>
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<td>$0</td>
<td>$0</td>
<td>0</td>
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<tr>
<td>Travel and Training</td>
<td>0</td>
<td>$0</td>
<td>$0</td>
<td>0</td>
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<tr>
<td>Supplies</td>
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<td>$1,445</td>
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<td>Equipment</td>
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<td>$0</td>
<td>$0</td>
<td>0</td>
</tr>
<tr>
<td>Events/ Activities</td>
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<td>$0</td>
<td>$0</td>
<td>0</td>
</tr>
<tr>
<td>Other</td>
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<td>$738</td>
<td>$320</td>
<td>$187</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$249</strong></td>
<td><strong>$738</strong></td>
<td><strong>$320</strong></td>
<td><strong>$187</strong></td>
</tr>
</tbody>
</table>

**Personnel (Staffing)**
- Fringe Benefits (Medical, dental, etc…) Professional 34%, Classified 37.7%, Student hourly 16.5%
- Travel and Training (Conferences, mileage, training, etc...)
- Supplies (General consumable office supplies)
- Equipment (Includes durable non-technology office equipment, i.e... Furniture, cabinets, etc…)
- Events/ Activities (Org activities including set up, take down, event fees, etc)
- Other (Other misc costs such as copying, phone, fax, membership, outreach, etc…)