

MSU INVESTMENT PROPOSAL FOR INSTITUTIONAL PRIORITIES

PROPOSAL OVERVIEW

Title	Marketing Assistant	Request Date	Jan 11, 2012
Department	Athletics	Email	pfields@msubobcats.com
Requestor	Peter Fields	Phone	994-4221

STRATEGIC ALIGNMENT

Core Themes and Objectives (check all that apply)

Educate Students

- Our graduates will have achieved mastery in their major disciplines
- Our graduates will become active citizens and leaders
- Our graduates will have a multicultural and global perspective
- Our graduates will understand the ways that knowledge & art are created and applied in a variety of disciplines
- Our graduates are prepared for careers in their field
- We will provide increased access to our educational programs
- Communities and external stake holders benefit from broadly defined education partnerships with MSU

Create Knowledge and Art

- Students, faculty, and staff will create knowledge and art that is communicated widely

Serve Communities

- We help meet a fundamental need of the citizens of Montana by providing degree programs for our students
- We help meet the educational needs of the citizens of Montana by providing a wide range of educational opportunities to a variety of students
- Our students, faculty, staff, and administrators reach out to engage and serve communities
- Our students, faculty, staff, and administrator reach in to build the university community

Integrate Learning, Discovery, and Engagement

- Each graduate will have had experiences that integrate learning, discovery and engagement
- Outreach activities will educate students and address the needs of the communities we serve
- Students, faculty, and staff will create knowledge and art that addresses societal needs
- MSU is a community that will be characterized by synergy within and across disciplines, roles and functions.

Stewardship

- The public trusts the institution to operate openly and use resources wisely
- The faculty and staff are well-qualified and supported
- MSU will support Native American students, programs, and communities
- MSU will be an inclusive community, supporting and encouraging diversity
- Our publicly provided resources are used efficiently and effectively
- Natural resources are used efficiently and sustainably
- MSU nurtures a culture of resource conservation and ecological literacy among students, faculty and staff
- Our physical infrastructure (e.g., building, equipment, open spaces) will be well-maintained and useful

INSTITUTIONAL BENEFIT

Campuses Bozeman Billings Havre Great Falls FSTS Extension MAES

Cross Depts Please List: Admissions, Retention/Recruitment, Auxiliary Services, Sports Facilities, Safety & Risk, Faculty/Academic Departments

TIMEFRAME

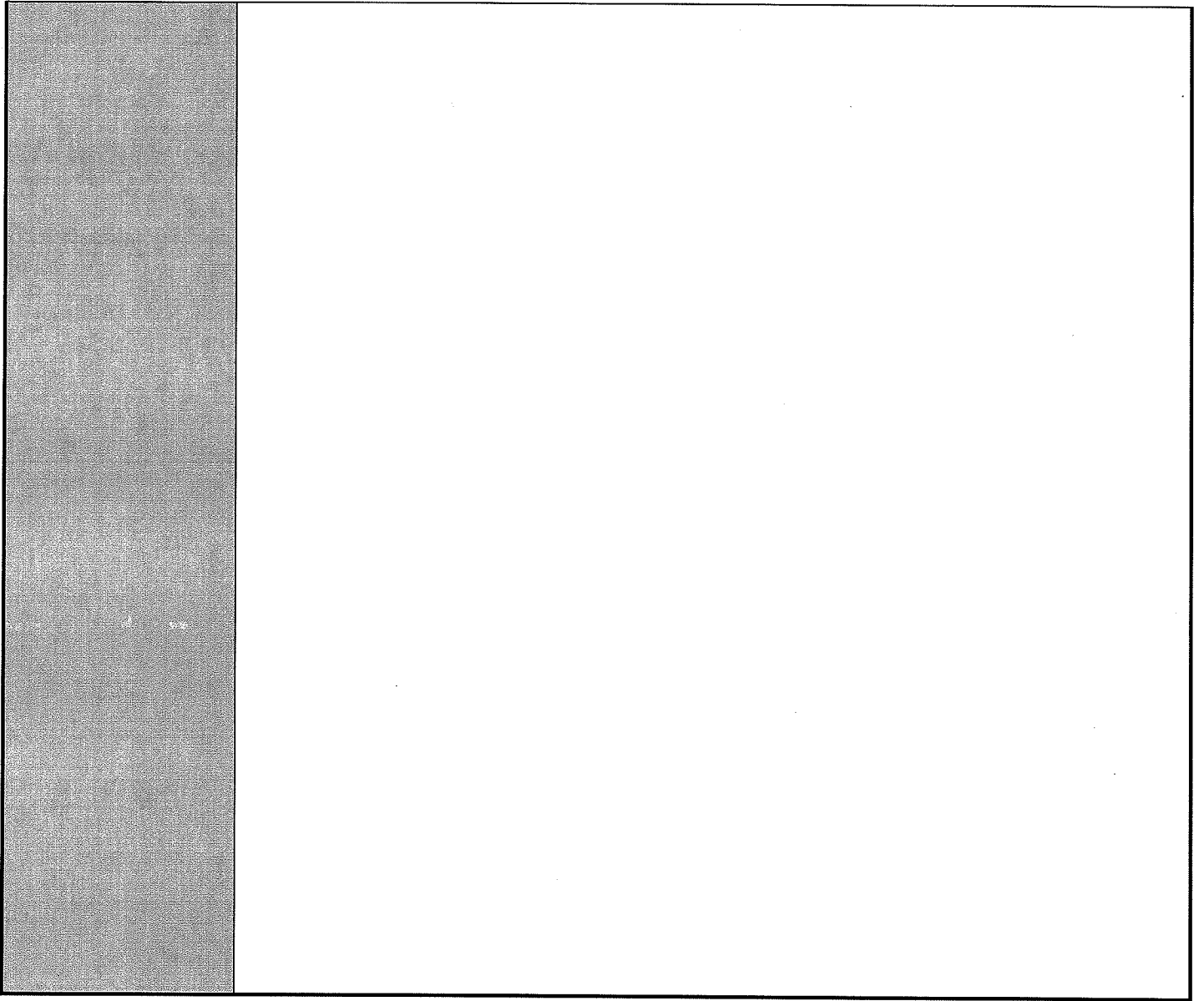
Proposed Dates Start: July 1, 2012 End: None

COST AND REQUIREMENTS

Funding Type	One-Time (\$)	Multi-Year (\$)			Base (\$)	FTE
		Year 1	Year 2	Year 3		
Personnel (w/benefits)					38,574	1.0
Materials & Supplies						
Travel						
Contracted Services						
Capital						
Other Operations						
TOTAL					38,574	1.0

Two full time positions calculated at:
Annual Salary \$25,000
Professional benefit rate of 19.11% \$4,778
Health Insurance \$8,796
Total for each position \$38,574

Please comment, if necessary, regarding cost and requirements.



PROPOSAL SCOPE

Describe the Proposal

PROPOSAL:

MSU proposes the addition of a full-time staff member to the marketing department of Bobcat Athletics. This position would assist in the daily operations of the marketing department which would include the promotion of Bobcat Athletics within all NCAA, Big Sky, and MSU rules and regulations. This position will aid in the enhanced marketing of Bobcat Athletics on campus, throughout the Gallatin Valley, the state of Montana and the region.

BACKGROUND:

Currently MSU employs one full-time administrator, the Associate Director of Athletics for Marketing and Event Management. He is assisted by two MSU students who receive fee waivers and assist with related marketing, promotional and event management duties. The Associate Director of Athletics for Marketing and Event Operations has additional duties outside of marketing which include overseeing sports information for all sports, liaison for Bobcat Sports Properties, is a member of the senior staff, and serves as the supervisor for spirit squad (cheer and dance teams), Champ mascot program and Champ's Little Cats Club. Overall, about 80% of his time is spent developing and implementing all marketing for the Department of Intercollegiate Athletics, fulfillment of corporate sponsorship activities for the Department of Intercollegiate Athletics, serving as liaison with Licensing Director on issues regarding marks/logos for athletics and related promotional programs, formulating the marketing and promotion strategies, directing the marketing of special events such as Big Sky Conference and NCAA Championship events, overseeing the distribution and sales of the official game day programs, overseeing all aspects of promotional game management for all sports, including but not limited to management of PA/message board announcements, coordination of large scale video display, coordination of in-game music, rotating signage during events staged at arena and management of on-court/field promotional activities and serves as department liaison for all Spirit of the West Marching Band and Pep band activities at home events.

PROPOSAL SCOPE

Describe the broader impacts and benefits of this proposal

NATIONAL TRENDS:

On a national level, increased staffing efforts have been made to enhance the ability to properly and effectively promote Athletic Department programs and especially revenue-generating sports to increase ticket sales. In addition, this position would help in advancing community outreach for MSU Athletics, not only in Bozeman, but statewide.

The Athletic Directors' Association salary survey lists the average compensation for an Assistant Marketing Director at \$36,169.24, however it is felt that a suitable candidate could be found with an annual compensation of \$25,000.

EFFORTS CURRENTLY UNDERWAY IN THE ATHLETIC DEPARTMENT:

At this time the Associate Director of Athletics for Marketing and Event Management hires two students to help with promoting Bobcat Athletics and event management.

ADDITIONAL INFORMATION

Implementation Plan *(Please describe with timelines)*

To implement this position, MSU athletics will do the following:

- 1) APRIL: Develop specific job descriptions that outline specific areas of oversight and expertise needed. Forward these for approval.
- 2) MAY: Advertise the positions on a national level to secure a qualified candidate pool.
- 3) MAY & JUNE: Proceed through the search process until successful candidates can be determined and hired.

With this timeline in mind, this process can be easily adjusted at the time a funding source is determined.

Assessment Plan *(Please describe with indicators)*

The positions would be evaluated annually as required by MSU Human Resources. Annual Evaluations would be conducted by the Associate Director of Athletics for Marketing and Event Management.

Additionally, annual goals for the position will be created and assessed, in consultation with the Associate Director of Athletics for Marketing and Event Management.

If assessed objectives are not met in the timeframe outlined, what is the plan to sunset this proposal?

Per the terms of their employment contracts, this position could be eliminated as necessitated by changes to the Athletic Department's needs in addressing marketing strategies and concerns.

SIGNATURES						
Department Head (please print)		Signature (required)			Date	
Dept Head Priority (please circle one): Very High High Medium Low Very Low						
Dean/Director (please print)		Signature (required)			Date	
Dean/Director Priority (please circle one): Very High High Medium Low Very Low						
Executive/VP (please print)		Signatures (required)			Date	
P. Fields Peter Fields		P. Fields			1/18/12	
Executive/VP Priority (please circle one): Very High <u>High</u> Medium Low Very Low						