

President's Budget Advisory Committee
Meeting Agenda
February 29, 2024
Manchester Hall 3318

I. Call to order

- Call for amendments to agenda

II. Information Item

- Review 1x Funding Requests

III. Action Item

IV. Watch List

V. New Business

VI. Reminder

- **Next Meeting Date – March 14, 2024 at 2:00 p.m.**

PBAC One-Time Requests

Huron Consulting Services	\$	2,360,708
PCI Compliance	\$	80,000
Office of Restorative Practices Staffing	\$	41,961
Professional Development Conference	\$	35,000
Graduate Life and Diversity Support	\$	94,823
SDSU Brawley PV Steel	\$	400,000
Gender Based Violence Task Force	\$	50,000
Salesforce	\$	172,000
Public Affairs/Comms Positions (2)	\$	159,081
Total 1x Requests	\$	3,393,573



Budget Request Form

Request Date: 2/21/2024

Requestor Name: James Frazee, Interim VP for Information Technology and CIO

Proposal Title: my.SDSU Campus Solutions

Proposal Category:

- Divisional Choose an item. Cross Divisional
Deferred Maintenance and Capital Projects

Proposal Background/Description:

The University has completed the technical implementation of the California State University Common Management System (CMS), PeopleSoft Campus Solutions. At SDSU, we refer to this as my.SDSU, and the IT Division is continuing work to fully transition and support utilization of the new student information system for daily operations.

In Fall 2023 the campus VP for Information Technology and CIO, Jerry Sheehan, requested an assessment from Huron and my.SDSU functional owners in Academic Affairs, Business and Financial Affairs, and Student Affairs + Campus Diversity (i.e., Bursar, Financial Aid, Registrar), on SDSU's collective readiness to operate my.SDSU independently.

- A dependence for Huron to guide and facilitate new business process requirements, development, and roll-out;
Some areas utilizing Huron for staff augmentation due to staffing shortages and significant challenges in recruiting for staff positions;
Some areas largely started to "own" the execution of operations, but still reliant on Huron in coaching and guidance capacity.

A contract extension with Huron through January 2025 was recommended and approved with a focus on using 2024 to transition SDSU to independence and self-reliance in operation and utilization of my.SDSU, as well as to focus and prioritize staff recruitment activities to fill gaps and shore up resources.

[1] Budget benefits as 50% of salary

Budget Request: **Base Request****Amount \$** [Click or tap here to enter text.](#)Budget Detail (include itemized salary, benefits ^[1], and/or operating expense/equipment):[Click or tap here to enter text.](#) **One-Time Request****Amount \$ 2,360,708.00**Budget Detail (include itemized salary, benefits ^[1], and/or operating expense/equipment):

To fund this additional contract extension, \$2,360,708 in funding is required.

Are matching (additional) funds available for this request? Will this request result in cost savings / efficiencies? If so, please explain.

No matching funds are available for this request.

Is this a multi-year funding request? If so, please explain.

This extension crosses fiscal years 23/24 and 24/25, but it is a one-time request.

What is the objective of this proposal and how will you evaluate progress in achieving this objective? A report may be requested to demonstrate how funds were used and if the objective of the proposal was met.

The objective of this proposal is to seek necessary funding to fully sustain and support the new implementation of my.SDSU Campus Solutions with all the required scope as defined by SDSU functional teams, and to ensure staff who are directly involved with the project receive the necessary support required to fully and independently operate and maintain the system. This request was already voted and approved by the Council of Vice Presidents (COVP) in Fall 2023.

How does this proposal benefit students?

The my.SDSU project expands on the integration of the University's enterprise systems through the implementation of PeopleSoft Campus Solutions CMS as delivered by the CSU. The CMS aims to streamline processes, improve efficiency, and provide standardized tools and systems for managing the diverse operations of the CSU system. It helps facilitate communication and collaboration among different campuses within the CSU system by providing a common platform for managing administrative functions. It serves as the centralized gateway for the critical systems that our students use on a daily basis and consolidates three legacy systems of student, financial aid, and student billing into one responsive (mobile-ready) and vendor-supported system. The successful transition to my.SDSU will result in drastic improvement to how the

[1] Budget benefits as 50% of salary

Budget Request Form

university supports students academically and financially while enhancing security, improving their user experience, and leveraging best practices and business processes.

How does this proposal help to advance the institution?

This is a mission critical system which is a strategic priority of the University.

Is this request time sensitive? Explain why funding is needed at this time.

Yes, the contract extension with Huron has already been approved, and ITD is now requesting the approved funding in support of this contract.

Is this a critical need? If so, please explain. If funding is not available at this time, what alternatives are available to accomplish similar goals?

Yes, my.SDSU plays a crucial role in supporting the day-to-day operations and administrative needs of SDSU's students.

PBAC

Budget Request Form

Request Date: 2/21/2024

Requestor Name: James Frazee, Interim VP for Information Technology and CIO

Proposal Title: PCI Compliance CampusGuard

Proposal Category:

- Divisional Choose an item. Cross Divisional
- Deferred Maintenance and Capital Projects

Proposal Background/Description:

SDSU has more than 78 merchants that collect money on behalf of the university. Merchants require Payment Card Industry (PCI) Data Security Standard (DSS) review, compliance and certifications. New standard PCI DSS v4.0 will become mandatory 04/01/2024. It requires external 3rd party scanning that must pass review on a quarterly basis. The standard is administered by the Payment Card Industry Security Standards Council and its use is mandated by the card brands e.g., MasterCard, Visa, etc. The CampusGuard engagement will train SDSU IT Security Office (ITSO) personnel, IT staff responsible for supporting hardware and software, and merchants on how to stay compliant and adhere to new tighter, more stringent security standards. The engagement will also cover the required external 3rd party scanning and attestation. Compliance is critical as failure to comply with PCI DSS can result in significant fines as well as restrictions on the use of payment platforms in the future.

Budget Request:

- Base Request** **Amount \$** [Click or tap here to enter text.](#)

Budget Detail (include itemized salary, benefits ^[1], and/or operating expense/equipment):
[Click or tap here to enter text.](#)

- One-Time Request** **Amount \$80,000**

Budget Detail (include itemized salary, benefits ^[1], and/or operating expense/equipment):
[Click or tap here to enter text.](#)

Are matching (additional) funds available for this request? Will this request result in cost savings / efficiencies? If so, please explain.

No matching funds are available for this request.

[1] Budget benefits as 50% of salary

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Budget Request Form

Is this a multi-year funding request? If so, please explain.

Yes, services are being requested for 3 years.

What is the objective of this proposal and how will you evaluate progress in achieving this objective? A report may be requested to demonstrate how funds were used and if the objective of the proposal was met.

The objective is to minimize risk to the university through compliance and adoption of new PCI DSS standards, including review of all processes and procedures related to PCI compliance. This includes training and educating campus stakeholders on PCI Compliance, and standardizing and automating compliance practices through the adoption of new tools via the CampusGuard Portal. Progress will be tracked via quarterly scans that must pass or be out of compliance. Progress will also be recognized by the streamlining of information gathering, scanning, remediating and passing audits.

How does this proposal benefit students?

The proposal protects students' financial information, and minimizes financial risk to SDSU by allowing students the convenience of using credit cards to pay for the things they need and consume as students.

How does this proposal help to advance the institution?

Collecting money through online transactions is mission critical, a necessity for a modern campus. Having strong adherence to compliance and security protects institutional data and SDSU's prestigious reputation.

Is this request time sensitive? Explain why funding is needed at this time.

Yes, compliance standards will be enforced in April 2024 and SDSU must begin now to prepare for compliance.

Is this a critical need? If so, please explain. If funding is not available at this time, what alternatives are available to accomplish similar goals?

Yes, this is a critical need. SDSU must be compliant with PCI standards. Not being compliant could subject SDSU to significant fines, inability to participate in credit card online transactions, and increased security risks from non-compliant systems.

PBAC

Budget Request Form

Request Date: 2/1/2024

Requestor Name: Student Affairs and Campus Diversity

Proposal Title: Office of Restorative Practices- Rounds Management

Proposal Category:

Divisional Student Affairs & Campus Diversity

Cross Divisional

Deferred Maintenance and Capital Projects

Proposal Background/Description:

The Division of Student Affairs and Campus Diversity managers facilitated key activities to support the health and safety of the campus community. Specifically, Student Affairs and Campus Diversity administrators facilitated community rounds and the student tailgating process.

Community rounds provided critical support through real-time interventions for high-risk student behavior. Additionally, the rounds fostered positive town-gown relations and facilitated a process for community members to report disruptive behavior in the College Area.

Community rounds took place during late-night and weekend hours throughout the fall 2023 term. SACD managers observed and reported concerns, including calling emergency personnel for witnessed physical altercations, over intoxication, and other student safety concerns.

The Division of Student Affairs and Campus Diversity coordinated the Recognized Student Organization (RSO) tailgating process. The RSOs were assigned a tailgating space, which could include alcohol, and were trained on risk management and campus policies. Given the risks associated with events with alcohol, including the concern for health, safety, and harm reduction, Student Affairs and Campus Diversity administrators staffed the RSO tailgating area. During the tailgates, SACD administrators provided intervention for high-risk behaviors, responded to student issues, and engaged the SDSU Police Department as needed.

Budget Request:

Base Request

Amount \$ [Click or tap here to enter text.](#)

Budget Detail (include itemized salary, benefits ^[1], and/or operating expense/equipment):

[Click or tap here to enter text.](#)

[1] Budget benefits as 50% of salary

[2] Budget benefits as actuals of salary

PBAC

Budget Request Form

One-Time Request

Amount \$ \$41,961

Budget Detail (include itemized salary, benefits ^[2], and/or operating expense/equipment):

2 Community Service Specialists (July 1 – December 31, 2023) who were only employed for part of this time period:

CSS 1 Salary \$835, Benefits \$ 64

CSS 2 Salary \$8,029, Benefits \$2,683

OEE \$50.00

TOTAL: \$11,661

MPPs performing tailgate monitoring and rounds management duties (2022/2023 and 2023/2024 to date):

Pay period 2022/2023 = \$7,500

Pay period 2023/2024 = \$22,800

TOTAL: 30,300

Are matching (additional) funds available for this request? Will this request result in cost savings / efficiencies? If so, please explain.

No, this was a 1X initiative/effort within SA+CD. It is not expected to continue within SA+CD.

Is this a multi-year funding request? If so, please explain.

No, this was a 1X initiative/effort within SA+CD. It is not expected to continue within SA+CD.

What is the objective of this proposal and how will you evaluate progress in achieving this objective? A report may be requested to demonstrate how funds were used and if the objective of the proposal was met.

The objective of the community rounds and tailgating monitoring processes is to foster a healthier and safer campus community while supporting positive community relationships in the College Area.

[1] Budget benefits as 50% of salary

[2] Budget benefits as actuals of salary



PBAC

Budget Request Form

How does this proposal benefit students?

Both the community rounds and tailgate monitoring processes recognize and are responsive to some activities students may participate in, which can include high-risk behaviors involving alcohol. The community rounds and tailgate monitoring processes support students through behavioral intervention and emergency response. Ultimately, the processes work to positively engage students and assist in promoting the health and well-being of students and the broader campus community.

How does this proposal help to advance the institution?

Community rounds provided critical support through real-time interventions for high-risk student behavior. Additionally, the rounds fostered positive town-gown relations and facilitated a process for community members to report disruptive behavior in the College Area.

Is this request time sensitive? Explain why funding is needed at this time.

Yes. The Student Affairs and Campus Diversity team performed these functions during the 2022-23 and 2023-24 academic years. These short term functions were performed without benefit of base funding. Funding is needed at this time to reconcile these 1X costs. SA+CD does not anticipate having responsibility for these efforts going forward. This is a 1X funding request.

Is this a critical need? If so, please explain. If funding is not available at this time, what alternatives are available to accomplish similar goals?

These functions were performed as a short term and time bound effort from SA+CD. This is a 1X funding request.

[1] Budget benefits as 50% of salary

[2] Budget benefits as actuals of salary

Request Date: 11/15/2023

Requestor Name: Faculty and Staff Diversity, Division of Student Affairs and Campus Diversity

Proposal Title: Staff Professional Development Conference

Proposal Category:

- Divisional Diversity & Innovation Cross Divisional
 Deferred Maintenance and Capital Projects

Proposal Background/Description:

This proposal is to provide funding for the annual SDSU Staff Professional Development Conference. The University first hosted the Conference in 2018 as a half-day event inclusive of a multitude of sessions on a variety of personal and professional development topics. The 2018 conference was attended by 413 staff; the 2019 conference was attended by 502 staff. Due to the circumstances of the pandemic, the 2020 conference was canceled, and the conference was not planned for 2021 or 2022. The conference resumed in 2023 with 383 staff and administrators attending the one-day event with the theme “Reconnecting: With Our Work, With Our Colleagues, With Ourselves.” The 2023 conference offered 12 educational sessions presented by SDSU staff and faculty, professional headshot photography, community building spaces, a resource fair of campus and local vendors, and quiet reflection spaces for attendees to invest time in themselves, their relationships, and their professional growth. The 2024 conference is scheduled to occur on April 2, 2024.

Budget Request:

Base Request

Amount

One-Time Request **Amount \$ 35,000**

Budget Detail (include itemized salary, benefits ^[1], and/or operating expense/equipment):
\$35,000 - space rental, hospitality (coffee, lunch for attendees), stipends for presenters

Are matching (additional) funds available for this request? Will this request result in cost savings / efficiencies? If so, please explain.

No

[1] Budget benefits as 50% of salary



Budget Request Form

Is this a multi-year funding request? If so, please explain.

This is a one-time funding request that will cover the conference expenses for three years.

What is the objective of this proposal and how will you evaluate progress in achieving this objective? A report may be requested to demonstrate how funds were used and if the objective of the proposal was met.

The objective of this proposal is to support staff across the campus in developing skills and building community.

How does this proposal benefit students?

Providing professional development programming like the staff conference improves retention of experienced staff, and improves staff skills to better execute their jobs, which in turn means better support for students of all backgrounds, both within and outside the classroom.

How does this proposal help to advance the institution?

Professional development programming like the staff conference promotes more welcoming work environments for faculty and staff, thereby fostering a community where students, faculty and staff of all backgrounds and identities can succeed and feel at home.

Is this request time sensitive? Explain why funding is needed at this time.

Yes. These monies are essential to ensure the conference can move forward this spring.

Is this a critical need? If so, please explain. If funding is not available at this time, what alternatives are available to accomplish similar goals?

Yes, this is a critical need; there are currently no alternatives available to meet similar goals.

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Budget Request Form

Request Date: 2/19/2024
Requestor Name: Student Affairs and Campus Diversity

Proposal Title: Graduate Life and Diversity

Proposal Category:

- X Divisional Student Affairs Cross Divisional
 Deferred Maintenance and Capital Projects

Proposal Background/Description:

Since its inception GLaD has served over 9065 graduate students and provided over 291 workshops and 15 events. The mission of GLaD is to support all graduate students' success and promote diversity, equity, and inclusion in our graduate programs at SDSU. GLaD offers various personal, professional, financial, and social resources to enrich graduate students' experience and promote success in graduate training. GLaD offers programming and support designed to increase retention and decrease equity gaps for historically underrepresented and underserved students by fostering inclusion, equity, and intellectual growth for graduate students. GLaD's comprehensive programming includes grant writing support, dissertation and thesis support, career planning and networking, student financial wellness, co-curricular activities, and mental and physical well-being support specific to graduate students. The center also offers a diversity equity inclusion workshop series that focuses on increasing resilience. Topics include overcoming imposter syndrome, coping with racial battle fatigue, and integrating one's culture and academic identities. In addition to the ongoing workshop, events, and co-curricular activities; GLaD also has provided coordinated care advising including mentorship and advising. All resources offered through the Office for Graduate Life and Diversity are based on the unique needs and high demands of the SDSU graduate student population, as expressed by graduate students last during the consultative development process in 2020.

As the scope of the work required to maintain the commitment to serving graduate students, the need to resource this endeavor appropriately and with long-term sustainability in mind becomes increasingly apparent.

Budget Request:

Base Request **Amount \$** [Click or tap here to enter text.](#)

Budget Detail (include itemized salary, benefits ^[1], and/or operating expense/equipment):

[1] Budget benefits as 50% of salary

Click or tap here to enter text.

One-Time Request

Amount \$ 94,823

Budget Detail (include itemized salary, benefits ^[1], and/or operating expense/equipment):

SA+CD has identified matching 1X fund resources from within the division.

50% of total FY 23/24 costs will be funded by SA+CD.

- 1) ASCII: Salary \$22,290, benefits 12,900 (July – December 2023)
- 2) Writing consultants: \$66,410
- 3) OEE including student assistants, hospitality and operational costs: \$88,047

TOTAL= \$189,647

Are matching (additional) funds available for this request? Will this request result in cost savings / efficiencies? If so, please explain.

Matching funds will be provided by the Division of Student Affairs and Campus Diversity.

Is this a multi-year funding request? If so, please explain.

No

What is the objective of this proposal and how will you evaluate progress in achieving this objective? A report may be requested to demonstrate how funds were used and if the objective of the proposal was met.

Acknowledging the unique needs of our graduate student population, the objective of this request is to provide comprehensive wrap-around student services that promote graduate student retention and student success at San Diego State University. The goal is to secure financial support for GLaD, facilitating the expansion and maintenance of its services to all graduate students at SDSU. Such funding is crucial for the continuity of GLaD, enabling the provision of vital programs and managing office functions. Moreover, it empowers the program to enhance efforts in recruiting and retaining graduate students year-round, including the summer period.

How does this proposal benefit students?

[1] Budget benefits as 50% of salary

Budget Request Form

GLaD serves a critical role in supporting, promoting, and enhancing the educational experience of graduate students, particularly focusing on inclusivity and diversity. GLaD is pivotal in nurturing an academic and social environment that values graduate student success and wellbeing.

How does this proposal help to advance the institution?

GLaD plays a critical role in implementing strategies that foster an inclusive academic and social environment. This involves developing programs and services that support students from diverse backgrounds, including those from underrepresented groups, international students, and students with disabilities. By doing so, GLaD directly contributes to creating a campus culture that values diversity and inclusion, which is a cornerstone in SDSU's strategic plan.

Aligning with the "students at our core" philosophy, GLaD designs its programs and initiatives with a student-centric approach. This means offering personalized support services, mentorship programs, and academic resources that meet the specific needs of graduate students. Such support not only enhances the student experience but also contributes to higher retention and success rates, reflecting the strategic emphasis on student well-being and achievement.

GLaD's efforts to support graduate research, scholarship, and creative activities align with SDSU's goal of academic excellence. By offering workshops, writing support, and research opportunities, the Office helps graduate students develop the skills and knowledge necessary to excel in their disciplines. This support is crucial for maintaining high academic standards and contributes to the university's reputation and its aspirations to become an R1 institution. GLaD is a vital contributor to the realization of the university's strategic plan, particularly its commitments to DEI, *students at our core*, and R1 obtainment.

Is this request time sensitive? Explain why funding is needed at this time.

Yes. This request is time sensitive as this critical programming is currently ongoing. These monies are essential to ensure GLaD can move forward and provide resources and support to graduate students.

Is this a critical need? If so, please explain. If funding is not available at this time, what alternatives are available to accomplish similar goals?

This is a critical need. The Graduate Life and Diversity Center provides a space for graduate students to convene, to network, to collaborate and also expand their learning through

PBAC

Budget Request Form

workshops, seminars, writing retreats, grant writing workshops, mental health and well-being programming, and co-curricular activities.

This funding would allow the Office to continue to provide programs and success strategies aimed at increasing the recruitment, retention, and success of graduate students from underrepresented backgrounds. This is crucial for fostering a diverse academic community that mirrors the societal complexity and enriches the learning environment.



PBAC Budget Request Form

Request Date: 2/23/2024

Requestor Name: Bob Schulz

Proposal Title: Brawley Science and Engineering Laboratories PV Solar Array Project

Proposal Category:

- Divisional Choose an item. Cross Divisional
- Deferred Maintenance and Capital Projects

Proposal Background/Description:

The SDSU Brawley Science and Engineering project is designed to accommodate a future PV solar array of panels over the new steel canopy. Per energy modeling it is anticipated that there will be 227 PV panels (5,600 sq ft) equating to a total capacity of 97.6kW capacity. The PV solar panel used as a basis of design is Lumos model number: L-72-430. The main switchgear will be equipped with a breaker that allows for reverse flow of energy for the PV solar panel energy. The anticipated hours per year when the PV demand might be larger than the building draw for this array is 202, or 2.31% overgeneration hours/year. The PV Generated Electricity will be 171,644 kWh/year. Any overgeneration could be applied to a local utility repurchase or used on future expansion.

Budget Request:

Base Request Amount \$Click or tap here to enter text.

Budget Detail (include itemized salary, benefits ^[1], and/or operating expense/equipment):
Click or tap here to enter text.

One-Time Request Amount \$400,000

Budget Detail (include itemized salary, benefits ^[1], and/or operating expense/equipment):
Translucent PV Panel 97 kW system (includes labor, feeders, attachments, etc.) and inverter

Are matching (additional) funds available for this request? Will this request result in cost savings / efficiencies? If so, please explain.

The PBAC request is augmented by the building construction budget by \$900,000 to provide the steel structure supporting the panels integrated into the building.

This request will result in energy costs savings of approximately \$25,000 / year.

[1] Budget benefits as 50% of salary



PBAC

Budget Request Form

Is this a multi-year funding request? If so, please explain.

No

What is the objective of this proposal and how will you evaluate progress in achieving this objective? A report may be requested to demonstrate how funds were used and if the objective of the proposal was met.

The objective of this proposal will be to reduce energy costs for the newly constructed lab building.

How does this proposal benefit students?

The PV canopy will provide shade in a hot desert climate and provide sustainable energy to the building for students, faculty, and staff.

How does this proposal help to advance the institution?

The PV array will reduce energy costs for the University. The PV panels being provided will be pivotal in achieving LEED Gold certification and would likely provide 4 LEED points.

Click or tap here to enter text.

Is this request time sensitive? Explain why funding is needed at this time.

Yes. We need to fund the PV panels and installation so that the arrays can be installed during the duration of the construction project. If the arrays are not installed, the team will need to provide a roof in-lieu of the PV panels.

Is this a critical need? If so, please explain. If funding is not available at this time, what alternatives are available to accomplish similar goals?

Funding for the PV system is a critical need.



Budget Request Form

Request Date: 2/21/2024

Requestor Name: Brittany Santos-Derieg

Proposal Title: 1x Gender-Based Violence Task Force Operations and Student Staffing Support

Proposal Category:

- Divisional Choose an item. X Cross Divisional
Deferred Maintenance and Capital Projects

Proposal Background/Description:

This is a one-time request to support the operations of the Blue Ribbon Task Force on Gender Based Violence, which is charged with identifying recommendations and other practices to support survivors at all levels, and recommending specific structures and systems to address gender-based violence on college campuses. Members include students, staff, faculty, administrators and community members. During the current 2023-24 academic year, the Blue Ribbon Task Force on Gender-Based Violence hosted (and is continuing to host) a series of campus community meetings, forums, and town halls to listen and learn from students, faculty and staff about the problem of sexual assault and harassment at both SDSU and nationally within collegiate environments. The group itself will also continue meeting regularly and, with feedback from the university community, will develop and ultimately present recommendations to the university to further foster national best practices to address gender-based violence. These recommendations are being cross-referenced with and grounded in national and international research, as supported by both faculty members of the taskforce and a graduate student assistant. The taskforce has also supported a number of grant-writing activities, which thus far have resulted in multiple successful grants to advance this work on campus, including \$500,000 from the Department of Justice Office on Violence Against Women, in support of Preventing Gender-Based Violence and Supporting Survivors in University Cultural Resource Centers.

Budget Request:

Base Request Amount \$0 Click or tap here to enter text.

Budget Detail (include itemized salary, benefits [1], and/or operating expense/equipment):

Click or tap here to enter text.

One-Time Request Amount \$50,000

Budget Detail (include itemized salary, benefits [1], and/or operating expense/equipment):

[1] Budget benefits as 50% of salary

PBAC

Budget Request Form

Breakdown of Request:

External Grant Writing Support and Proposal Submission	10,000.00
Student Assistant 20hrs/wk @23/hr	22,680.00
Hosting and Technical Support for Blue Ribbon Town Halls, Forums, Campus Community Meetings	8,000.00
Travel for External Blue Ribbon Committee Members (Avg \$1,000 x 4ppl x 6 mtg)	24,000.00
Participation in the Action Collaborative on Preventing Sexual Harassment in Higher Education (As hosted by the National Academies of Sciences, Engineering, and Medicine)	15,000.00
Total 1x Need	79,680
President's Office Support of the Task Force	(~30,000)
Remaining 1x Request (Until Task Force Completion in December 2024)	50,000

Are matching (additional) funds available for this request? Will this request result in cost savings / efficiencies? If so, please explain.

Yes. The President's Office is supporting the work of the task force with \$30,000 in its existing 1x funding.

Is this a multi-year funding request? If so, please explain.

No. The taskforce was charged to identify and present its recommendations to the campus community by December 2024.

What is the objective of this proposal and how will you evaluate progress in achieving this objective? A report may be requested to demonstrate how funds were used and if the objective of the proposal was met.

The 1x external grant writing support has already proved to be a successful investment, as it has generated a \$500,000 grant to support enhanced survivor-based training and support across SDSU's many cultural and student centers. Additional high-level grant submissions pending successful funding which were supported by this grant writer, in tandem with SDSU faculty, include a Department of Justice grant to support trauma-informed investigation training with local law enforcement officers and departments, among others.

[1] Budget benefits as 50% of salary



Budget Request Form

The bulk of the remaining 1x funds requested are intended to directly support the student analyst supporting the research of this task force, as well as the costs associated with the many community forums and town halls the task force members continue to host for the SDSU community. Regarding SDSU's leadership in the Action Collaboration on Preventing Sexual Harassment in Higher Education, more information about the work of the AC [can be found here](#).

How does this proposal benefit students?

University can be a positive, empowering, and enriching experience, but for students who experience gender-based violence, it can be devastating, with many negative physical, emotional, and educational outcomes and disruption to their lives. Prevention and response strategies are necessarily highly complex, and the importance of ensuring cross-sectoral partnership (with experts internal and external to our SDSU community and from multiple perspectives and disciplines) working to address the problem cannot be underestimated.

How does this proposal help to advance the institution?

First, supporting the work of this task force demonstrates our commitment to creating a safe and inclusive campus environment where all members of our community (current and future) feel supported and protected. By proactively addressing gender-based violence in all its forms and beyond those covered by statute or current policy, we uphold our responsibility to prioritize the well-being and safety of our students, faculty, and staff.

Secondly, the recommendations of this task force will provide a structured framework for comprehensive and collaborative efforts to address gender-based violence on campus. By bringing together stakeholders from across various departments, disciplines, student organizations, other universities, and external policy groups, we can leverage diverse perspectives and expertise to develop effective prevention strategies, support services, and response protocols unique to San Diego, Imperial Valley, and our shared binational community.

Furthermore, we send a powerful message to our community that gender-based violence will not be tolerated at our institution. This approach not only reinforces our commitment to fostering a culture of respect and equality but also enhances our reputation as a leader in addressing critical social issues.

Is this request time sensitive? Explain why funding is needed at this time.

Yes, as the work of the taskforce is ongoing through this current fiscal year.

Is this a critical need? If so, please explain. If funding is not available at this time, what alternatives are available to accomplish similar goals?

[1] Budget benefits as 50% of salary



PBAC

Budget Request Form

The taskforce has already sought (and received) internal funding for much of its work, and for connecting together structures it will ultimately recommend to be formed to support the campus in this area. This request is for the balance of items which came up mid-fiscal year and which are important to support.



Budget Request Form

Request Date: 2/23/2024

Requestor Name: La Monica Everett-Haynes

Proposal Title: Salesforce Marketing Cloud: Centralized Marketing Automation Tool

Proposal Category:

- Divisional Choose an item. Cross Divisional
- Deferred Maintenance and Capital Projects

Proposal Background/Description:

SDSU has, over the last six years, transitioned to an enterprise model for unit-level and campus-wide email and marketing automation and, with it, enhanced data management, security, brand alignment, uniform messaging and additional strategies to drive readership and engagement among students, faculty and staff and to reduce overall message fatigue.

The following proposal, if approved, ensures the continuation and growth of our centralized system (Salesforce) for all university locations, divisions, academic units and departments across the university environment, including SDSU Mission Valley, SDSU Imperial Valley, SDSU Georgia and SDSU Global Campus. Currently, about 150 individual campus users, representing campus locations and units, currently rely on Salesforce for email, e-newsletters, event marketing campaigns and other needs – all centrally supported by StratComm’s DigiTeam. This is up from 70 users in 2020. Centralized adoption of the tool, under a single contract managed by StratComm, is saving each unit an average of \$12,000 annually based on the team’s most recent assessment in 2022.

This request is an imperative, mission-critical business operations and strategic plan priority for the university, and will continue to enhance internal communications efforts while helping to realize multi-divisional costs savings and revenue generation through the adoption of a single enterprise solution.

Salesforce is the global leader in customer relations management (CRM) and marketing automation. Currently, a large majority of CSU campuses are using Salesforce systems. StratComm, Global Campus and the Fowler College of Business have, since 2022, shared in a single, combined Salesforce Marketing Cloud contract, and StratComm supports divisions, colleges, programs and other units for all campus adoption.

Aligning with the strategic plan, StratComm has been and continues to support a collective movement of our campus to use technology and organizational practices that prioritize how we communicate, manage resources, support faculty/staff success and assist the campus in a shifting toward a people-first or “call to action”-driven model.

[1] Budget benefits as 53% of salary



Budget Request Form

For earlier context, StratComm oversaw an assessment process in 2019 which identified Salesforce Marketing Cloud as the central email marketing automation system of choice for the campus. The team oversaw the implementation and migration to Marketing Cloud in fall 2021.

Communicators from all 10 colleges have centralized:

- College of Arts and Letters
- Fowler College of Business
- College of Engineering
- College of Education
- College of Health and Human Services
- College of Sciences
- SDSU Global Campus
- College of Professional Studies and Fine Arts
- SDSU Imperial Valley
- SDSU Georgia

Users from many of the main departments on campus have also centralized, including:

- Center for Human Resources
- Enrollment Services
- Student Affairs and Campus Diversity
- Development, Planned Giving and Special Events from URAD
- Associated Students
- University Library
- SDSU Research Foundation
- Faculty Advancement and Student Success
- Planning, Design and Construction
- The University Police Department
- Business and Financial Affairs
- Human Resources
- Information Technology Services
- Aztec Shops
- Facilities Services
- Housing
- International Affairs
- New Student and Parent Programs

Many centers are also using the system, including:

- The Veteran's Center
- The Asian Pacific Islander Desi American Resource Center
- The LatinX Resource Center
- The Native Resource Center
- The Black Resource Center
- The Women's Resource Center

From this centralization effort, StratComm and each of these areas also enjoy the benefit of: data sharing and shared efforts for data management; improved collaboration and cross-

Budget Request Form

promotion of events and activities; consistent messaging and branding aligned with the university's recently launched redesigned brand; and also connection to a full service support and training from StratComm DigiTeam.

StratComm continues to advocate for centralization and the initiative is proving to be exceedingly successful, showing a strong demand for a central email marketing automation system across the campus. As our Marketing Cloud user statistics are showing fast growth and demand in system usage, we are seeing the need to expand the system features.

StratComm is also positioning for greater centralization to ultimately support other large departments and colleges, such as other units within URAD, Enrollment Services, Alumni, Athletics and SDSU Global Campus. There is a need to both continue and upgrade the contract, to include ongoing efforts to prepare for more areas to join the system. Needs include capacity for higher volume of email, additional user accounts, as well as advanced customization to include custom automation, data integration and other system requirements.

Budget Request: **Base Request****Amount \$** [Click or tap here to enter text.](#)Budget Detail (include itemized salary, benefits ^[1], and/or operating expense/equipment):[Click or tap here to enter text.](#) **One-Time Request****Amount \$172,000**Budget Detail (include itemized salary, benefits ^[1], and/or operating expense/equipment):

StratComm requests funds to maintain all-campus use of Salesforce.

REQUEST AMOUNT: \$172,000**Breakdown of Request:**

- \$172,000 for July 1, 2023 through June 30, 2024

Are matching (additional) funds available for this request? Will this request result in cost savings / efficiencies? If so, please explain.

There are no matching funds available, though StratComm, Global Campus and Fowler College of Business.

If the additional funds are awarded, StratComm will be able maintain the existing contract.

[1] Budget benefits as 53% of salary

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The Salesforce system offers partners advanced marketing, tracking and analytics capabilities, data integration and integrity, as well as the ability to integrate third party applications like payment gateway, event management and email deliverability.

Using this centralized system will result in cost savings and efficiencies for the campus as a whole in reducing the number of redundant programs down to a single centralized system. Salesforce also offers the ability to generate revenue as the suite has features to support advanced automation, lead generation, advanced data integration and customer relations management.

Is this a multi-year funding request? If so, please explain.

This request is to fund the Salesforce contract for the 2023-24 year. There exists a need for a long-term funding approach to sustain the enterprise system and university-wide email and marketing automation capabilities.

What is the objective of this proposal and how will you evaluate progress in achieving this objective? A report may be requested to demonstrate how funds were used and if the objective of the proposal was met.

Objective: In centralizing and eliminating redundancy for email and marketing automation systems on campus, we are making the following improvements and enhancements:

- Cost savings, resources and investments
- Lead and revenue generation
- Staff efficiency and success, effective communications during crisis as a backup to the university's current emergency communication system
- Coordination and collaboration
- Support, strategic consultation and training services
- Aligned messaging, brand and shared assets
- Data integration and integrity
- Better customer service, people-first model, audience engagement
 - User preferences
 - Targeted and personalized

Evaluation: To measure success for a centralization initiative, it is recommended that we track the number of users from departments and colleges on campus. Success can be measured by the reduction of the amount of systems being used for similar or same purposes.

How does this proposal benefit students?

In accordance with a policy passed by the University Senate on May 5, 2020, all official communications from the university shall be sent to student's SDSU email addresses. With a



Budget Request Form

centralized email system, all student email addresses will be stored in a single database, which alleviates issues of incorrect data and duplication.

Further, centralized student communications offer an intuitive flow, and align campus communications staff, processes and technology around student success instead of administrative convenience.

Emails and e-newsletter communications to students remain a critical way for our campus to communicate. A strong, central email system allows centralized communications which ensures that all students are receiving accurate and timely information. The centralized system eliminates confusion and an overabundance of duplicate messaging, and uses automation and personalization to increase student engagement.

Improved student communication can increase engagement and encourage students to take action on important milestones, which may include higher admissions, higher retention and higher graduation rates.

How does this proposal help to advance the institution?

Centralizing communications aligns with the Strategic Plan in using technology and organizational practices that prioritize how the campus communicates, manages resources, supports faculty/staff success - shifting toward a people-first driven model.

This initiative aligns with the Strategic Plan in offering the following:

- Accessibility and security
- Recruitment
- Revenue generation
- Seamless user experience
- Branding and brand alignment
- Better performance metrics
- Internal synergy and collaboration for our communicators

Using redundant systems results in extra costs and can inhibit productivity. When using other systems besides the central marketing tool, campus partners must manage all aspects of their siloed system on their own and will not receive training and support from StratComm.

Using the unified system, users will benefit from a shorter learning curve as they will receive full-service training and support from the StratComm team. IT will also oversee security for the central system, and does not offer this service for other email automation tools.

Is this request time sensitive? Explain why funding is needed at this time.

Yes, as the demand for the central system continues and new users join Marketing Cloud ongoing, the system usage is expanding at a rapid rate.



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There are current and near future needs for advanced customization to include automation, data integration and other system requirements. Some areas will not be able to centralize until certain features have been put into place.

Funding this upgrade to the current contract will allow all partners to send their desired amount of email, make room for additional users, support the security needs for certain sensitive communications, and allow for customizations and features that areas require prior to joining the system.

Is this a critical need? If so, please explain. If funding is not available at this time, what alternatives are available to accomplish similar goals?

A centralized marketing automation system is a critical need on campus, as the redundancy causes extra cost, less efficiency and coordination, disjointed messaging and misaligned data, and most importantly overall confusion and misinformation for our audiences.

If funding is not approved, the contract will create a departmental deficit.



Budget Request Form

Request Date: 2/23/2024

Requestor Name: Strategic Communications and Public Affairs

Proposal Title: Internal Communications, Sustaining Capacity for University-Wide Support

Proposal Category:

- X Divisional President's Office
[] Cross Divisional
[] Deferred Maintenance and Capital Projects

Proposal Background/Description:

Two staff positions housed in Strategic Communications and Public Affairs (StratComm) are requested to be retained and funded to serve the needs of campus locations and units. The positions are collectively responsible for either leading or supporting university-wide centralized software management, internal and external email communications, email marketing efforts, data analytics assessment, data visualization and reporting and support with I-8 marquee signage messaging.

As members of StratComm’s Digital Services Unit (DigiTeam), these positions also provide consultation and training support to all other campus users of the university’s centralized automation tool (Salesforce), to include individual campus locations, divisions, academic colleges, auxiliaries, departments and campus resource centers.

Responsibilities include the following:

Email Management: Manage email and digital communications which currently include backup to emergency communications. This demand requires quickly and efficiently creating the design, testing, and scheduling of emergency response and vital informational messages to the campus and other target audiences, often after hours, during nights and weekends. Communications include pandemic updates and other health crisis updates, campus facility outages and emergencies that affect the campus community.

Email and Digital Media Automation Support: Provide training and dedicated, daily support for approximately 150 active partners, including any new partners using or planning to use the university’s centralized email automation and marketing tool.

Salesforce Marketing Cloud Transition and Support: Supports the building of assets, data transfer and management, graphic design, communications plan preparation, writing and editing and also managing training materials for SFMC Support intranet site, campus partner training, migration and campaign setup, as well as ongoing support for Salesforce Marketing Cloud for the campus. The team also conducts email monitoring to ensure that unit-level messages are

[1] Budget benefits as 53% of salary



Budget Request Form

accurate, brand aligned and do not contribute to email fatigue. AppArmor List and Segmentation Assistance: In collaboration with the Information Technology Division, the University Police Department and Housing, the staff assists with list/data review and assessment, hygiene and management support. The team also supports educational campaigns related to updating contact information with the university, to ensure that students, faculty and staff share their updated cell phones and home addresses. A similar effort is underway with SDSU Global Campus.

Crisis Communication and Emergency Response Support: Serve as back up support to members of both the StratComm and UPD teams responsible for campus emergency communications, to include AppArmor and SDSU Safe app notification to campus and both SDSU.edu and Urgent.sdsu.edu website updates during active emergencies. The team also serves as backup support to manage communications when urgent/informational campus communications are needed but do not meet the FCC definition of a campus emergency. In these instances, the team manages outreach communications via the centralized enterprise system (Salesforce).

Budget Request:

Base Request

Amount \$ Click or tap here to enter text.

Budget Detail (include itemized salary, benefits [1], and/or operating expense/equipment):

X One-Time Request

Amount \$

Budget Detail (include itemized salary, benefits [1], and/or operating expense/equipment):

Public Affairs/comms Specialist I \$ 69,306

Admin Analyst/Specialist I \$ 89,775

The total request for the two positions is \$159,081

Are matching (additional) funds available for this request? Will this request result in cost savings / efficiencies? If so, please explain.

No

[1] Budget benefits as 53% of salary



Budget Request Form

Is this a multi-year funding request? If so, please explain.

What is the objective of this proposal and how will you evaluate progress in achieving this objective? A report may be requested to demonstrate how funds were used and if the objective of the proposal was met.

These positions directly assist in managing SDSU's centralized enterprise marketing and digital communication automation system, and offer dedicated services for critical, ongoing and outreach and, as a backup, emergency communications for all campus locations.

The positions support the campus centralization initiative by advocating, encouraging adoption and collaboration, and offering full-service training and support the transition and growth of the user base to our single email automation system for the whole campus.

How does this proposal benefit students?

Centralized student, faculty and staff communications offer an intuitive flow, and align campus communications staff, processes and technology around student success instead of administrative convenience.

In accordance with a policy passed by the University Senate on May 5, 2020, all official communications from the university shall be sent to student's SDSU email addresses. With a centralized email system, all student email addresses will be stored in the single email system database, which alleviates issues of incorrect data and duplication from multiple systems.

Improved student communication can increase engagement and encourage students to take action on important milestones, which may result in higher admissions, higher retention and higher graduation rates.

How does this proposal help to advance the institution?

A centralized communications tool results in increased collaboration. The shared application increases efficiency between employees and ensures messaging is aligned.

Is this request time sensitive? Explain why funding is needed at this time.

Yes. One of StratComm's critical functions is to manage and sustain the campus-wide marketing automation tool, and to actively assist and involve partners in learning and transitioning to the centralized system.



Budget Request Form

Is this a critical need? If so, please explain. If funding is not available at this time, what alternatives are available to accomplish similar goals?

Yes. Centralization has been deemed a critical campus need in certain areas to reduce overall departmental and institutional costs and to improve coordination and message alignment, including issues management and emergency communications. No other funding options have been identified for these two positions.