



BUDGET YEAR 2021-2022

Department: University Advancement
Marketing, Public Relations & Publications
Alumni Affairs, Development
Grants, Bicentennial

Date: April 9, 2021

Attendees: Mike McCoy, VP for Financial Affairs, Jonathan Craft, Asst. VP for Financial Affairs, Chris Latham, Staff Senate representative, Malcolm Cort, College of Arts & Sciences representative, Jennifer Wolfe, Library representative, Debra Vaughn, Faculty Senate representative, Steve Downs, Physical Plant representative, Mitchell Bazzel, Student Support Services representative, Molly Myhan, Academic Affairs representative, Tonyia Bowling, University Advancement representative, Chris Nelson, College of Business representative, Keith Ferguson, VP for University Advancement, and Barbara Ferguson, reporting

Members Absent: Wendy Cowan, College of Education representative

Dr. Ferguson and Chris Latham presented requests for the following operating budgets:

University Advancement	\$46,000, increase from \$32,000, increases are for travel since we no longer have a lobbyist under contract, subscriptions, and printers
Development	\$40,300, increase from \$33,500, increases are for travel for the new employee and contractual services for training for the new employee
Alumni Affairs	\$53,750, increase from \$48,250, the biggest part of this budget is for printing and mailing of The Column newsletter
Grants	\$110,250 level with prior year budget, this includes \$100,000 for grant matching funds
Bicentennial	\$246,900, increase from \$75,900, increase is to support the year-long bicentennial event starting August 2021, includes printing of a coffee table book and an update of Dr. McLin's history book
Concert Lecture Series	\$27,000, unchanged from the prior year, some will be used for bicentennial events
Marketing & Public Relations	\$650,000, level with the prior year budget, funds have been shifted between different line items, includes \$21,000 for scholarships for 2 student interns Employee request for a Digital Marketing & Communications Coordinator with a salary of \$45,851
Publication Services	This is an Ancillary department. The operating budget request is \$150,600, level with the prior year budget