

IFCN- Investment Fund for Core Needs - Entry #229 2018-2019

PROPOSAL SUMMARY

Title: Photographic Services Manager

Project Lead Name: Matthew Yeoman

Project Lead eMail Address: myeoman@brockport.edu

Project Lead Department: College Communications

Project Lead School/Division: College Communications

Total Amount Requested: \$17,000.00

Name of Sponsor 1: David Mihalyov

A. PROPOSAL DESCRIPTION & IMPACT

A-1. Description of the Initiative.

Purchasing new photographic equipment to continue to document the student experience at The College at Brockport. Photographic Services is used by every department, faculty and staff, students and student organizations to document and market The College at Brockport. Images and videos are used in marketing material, web sites, social media and community.

Visual story telling is essential in our marketing material. We tell the story of the college through photography and videography. We are using fewer words and more photos do document the experience of our students. There is an expectation that we will provide cutting edge content for our marketing material and we need the appropriate equipment to achieve that.

We have a growing number of equipment needs for photography and videography interns (3-6 students per semester). Interns play an important role in helping cover campus events as well as providing photos used for promotional material. The expectation is that we will have current equipment for them to learn on. Some of the equipment used is 10 years old.

A-2. Impact Statement: What change will this project deliver in the short term? What are the expected longer-term impacts?

The short term changes will be to supply our department with the latest technologically advanced digital cameras and lenses. Resulting in the highest quality content for the campus community. Using these tools to educate students and prepare them for real world applications.

Long term changes would be to avoid the loss of use due to failing equipment. Keeping up with the latest technology to avoid having a much larger investment in the near future. Using the latest gear to streamline workflow and quality.

B. STRATEGIC ALIGNMENT

B-1. Outline the ways in which the proposed investment will contribute to the College Strategic Plan Goals, and if appropriate, their Measures of Success.

To be a Sustainable Institution for the 21st Century:

While the Excelsior Scholarship is expected to significantly aid our recruitment efforts, it is imperative that we continue to produce outstanding marketing materials that help the recruitment teams at both the undergraduate and graduate levels attract the right type of students to the College.

Consumer attention spans are dwindling. According to a recent Forbes article, the average attention span of a millennial is 12 seconds. The average attention span of someone in Generation Z (someone between the ages of 11 and 18) drops to eight seconds. Therefore, our marketing material has shifted away from featuring heavy amounts of text. Instead, we tell our story largely through photography and, when resources allow, video.

But we're not alone. Our competitors are following a similar strategy. Therefore, it's crucial that our marketing materials continue to feature excellent photography into the future. The only way to ensure that is to invest in proper equipment. It's important to make this investment slowly, over time, so that we don't reach a point in which a) we are producing lower quality work than our competitors and b) we don't have to replace this equipment all at once, which would be an incredible stress on our resources.

This proposal touches on another goal of the strategic plan, as well—albeit to a lesser degree. We are proud to provide experiential learning opportunities for students through internships. Ensuring that they have access to up-to-date equipment enriches their learning experience, as well.

C. SUSTAINABILITY

C-1. How will this initiative become self-sustaining beyond the initial funding period?
The equipment can be self-sustained after this initial funding by the college communications budget, allocations have been discussed.

D. IMPLEMENTATION PLAN

D-1. Identify the specific activities to be funded from the Investment Fund. Provide an estimated timeline for implementation and for activities anticipated to be ongoing.
Purchase two DSLR cameras (one for mainly my use, one for the interns and older body will be used by interns as well), Wide angle (AF-S NIKKOR 14-24mm f/2.8G ED Lens), normal zoom (Nikon AF-S NIKKOR 24-70mm f/2.8G ED Lens) and telephoto lens (Nikon AF-S NIKKOR 70-200mm f/2.8E FL ED VR). In addition I am asking to upgrade my portable flash system that I use on a daily basis, 4 - Nikon SB-5000 AF Speed lights and Nikon WR-R10/WR-T10/WR-A10 Wireless Remote Adapter Set. If approved I would be able to order these items through B&H Photo via educational discount program. The life of gear like this will be 3-5 years for the camera bodies and 8-12 years for the lenses. Think of these as computers and they need to be updated on a cycle.

E. CONSULTATION

E-1. For requests involving technology. Has the Chief Information Officer (Bob Cushman or his designee) reviewed this proposal and verified potential costs as it relates to technology: Not Applicable

E-2. For requests involving facilities. Has the Director of Facilities & Planning (John Osowski or his designee) reviewed this proposal and verified potential costs as it relates to facilities: Not Applicable

E-3. The Project Lead has confirmed other required resources with the appropriate supervisor:

F. BUDGET & OTHER FUNDING SOURCES

F-1. Itemized Budget (Excel format ONLY): [On file]

F-2. Total Amount Requested: \$17,000.00

F-3. This proposal includes: Not applicable.

F-4. Other funding sources* for this proposal? Not applicable.

F-5. Is the success of the project contingent on receipt of funds from any additional funding source(s)?
avoids failure of older gear

G. ASSESSMENT PLAN

G-1. How will you assess/measure the effectiveness of this initiative? Provide anticipated outcomes and specific measurements for success.

We can measure the success of this gear by having a more efficient workflow, higher volume of images and video created, interns success and gained skill set. We can also measure success by the amount of great visuals that are use in marketing materials, social media growth, website quality, The Port and many more.

H. ADDITIONAL INFORMATION

H-1. Please provide any additional information to assist in the review of the proposal, including why the initiative cannot be funded from divisional resources.

Upload up to three supplemental files here (not required): [On file]

Signature of Project Lead: [on file]

Project Lead Email: myeoman@brockport.edu

Signatures of sponsors are on file in the Administration and Finance Division.