University of Rhode Island
SBPC Divisional New Funding Request Proposals
FY 2019 (July 1, 2018 - June 30, 2019)

Due: Friday, April 21, 2017 - Please submit to lindab@uri.edu

*No proposals will be accepted after April 21, 2017

This form should be used by a division/unit head for each strategic new funding request (which may include several items within it) and divisions may submit multiple requests.

Name of Proposal: “Coordinator of Video Operations”

Academic Division/Area: Athletics

Priority # 1

All divisions and Athletics should use this template to submit any/each new funding request to the SBPC. Consideration should be given to share and communicate initiatives being proposed to determine potential partnering and synergies between and among divisions and Athletics prior to submission.

All proposals should clearly identify (a) what is being requested, (b) rationale for the request, (c) associated costs, and (d) possibility of alternative (partial) funding source(s) (including reallocation or cost share). The Proposal should also identify (e) how the request relates to URI’s Strategic Academic plan and (f) benefits URI. Data (including benchmark data) may be provided with the request to help support it.

1. A. Please briefly describe the process and timeline as to how these new funding priorities were developed or derived? B. What processes or incentives have been considered to encourage reallocation from within the division/unit?

1A: From text messages on smartphones, to social media, to worldwide communication, the use of video is an integral part of our day-to-day lives. Within intercollegiate athletics and higher education as a whole, the need for video production and fresh content is on a growth path and does not show any trends of declining.

Over the past decade, the athletics department has attempted to provide basic video content and production by utilizing current staff. However, as technologies have grown exponentially, parallel to mandates from the conferences and NCAA, it has reached a breaking point where athletics can neither fulfill requirements from its membership, nor the demand for content from its many internal and external constituencies. The athletics department is overdue for an individual who will serve as the point person for video operations and production.
Since 2006, the athletics department has assigned the most basic and elementary video production needs and requirements to the staffs in the communications and marketing offices. That has come at a price of pushing these staff members to work 70-80 hours per week, accumulating untenable balances of comp time. These video duties and requirements are not exclusive - they come in addition to, and often at the expense of, the essential job duties of the individuals involved directly in video production. With the escalation of league mandates for both in-game video replay and streaming production of home athletics contests, the athletics department lacks the staffing and expertise to fulfill the most basic requirements.

The top priority for the athletics department is to add a new full-time employee (FTE) in a newly-created role of coordinator, video production and operations for athletics. This position would also require initial fixed costs for video production and editing equipment as well as salary, benefits, and fringes. The athletics department would be able to reallocate some funds currently earmarked for external vendors.

The net amount requested would be as follows:

- Salary/benefits/fringes - $69,350 less reallocated funds of $15,000 (added to base)
- One Time Equipment Needs - $24,300
- Total Net Amount Requested - $78,650

Is this request strategic and how does the request support or relate to URI’s Strategic Academic Plan?

This is a strategic request that is a necessity as mandates and requirements from our conferences, combined with external consumer demand for video, is on a continual growth path.

The request for this new position and the subsequent video production that will come from the new role is rooted in URI’s Strategic Academic Plan’s theme of “Innovation with Impact.”

The video production elements that this new role will facilitate will require the recruitment and will rely upon the employment of current students. Whether these students are pursuing a degree path in the Harrington School or possess a strong interest in video production, editing, or sports, it will also provide countless opportunities for students to build their respective portfolios and gain essential experience.
3. How does the request provide additional benefit to URI? (Enrollment, student services, condition of campus, fundraising/development, public relations, etc.)

As mentioned previously, the addition of the coordinator, video production and operations for athletics will provide numerous opportunities for URI students. The video production elements that this new role will facilitate will require the recruitment and utilization of current students.

The hands-on work that our students will be directly involved with will: create elements for the marketing, communications and public relations offices within athletics to fulfill the demand for content from our expanding fanbase; assist the fundraising and development efforts for athletics through the URI Foundation; aid in recruitment of potential student-athletes from around the world to our URI sports programs; bolster the recruitment of future students to URI by providing vast opportunities in the ever-growing field of video production and sports management.

4. Please provide any data (including benchmark data) relative to the request OR a statement as to why no benchmark data is available.

The University Of Rhode Island is the only member institution of the Atlantic 10 and CAA (24 total institutions) that does not have an individual in a position similar to the coordinator, video production and operations for athletics role that is being proposed.

Of the 68 teams in the field of the 2017 NCAA Men’s Basketball Tournament, Rhode Island is one of three schools to not have a dedicated position or multi-person office aimed toward video production.

5. Please complete and enclose the cost summary excel document from the Budget Office.