



2024-25 FACULTY AND STAFF  
GRANT PROGRAM APPLICATION

Name of Project/Program: Athletic Outreach and Promotion Date: 5/30/24

Applicant's Name: Chris Cicuto

GCC Position: Associate Dean, Athletics Department: Athletics

E-mail: ccicuto@glendale.edu Phone 5376

Please check which category best describes your project:

- Arts & Culture
- Athletics & Fitness
- Career & Work Training
- College Operations & Facilities
- Humanities/Social Sciences
- Science & Technology
- Other

Amount requested: \$ 19,400

Please attach a one- to two-page typed request that provides a comprehensive summary of your project/program and establishes the need. Please include the following:

- What do you propose to do?
- Who will be involved in the project/program?
- What are the benefits of this project/program to the students, college, and the community?
- How does this project/program support the College's Institutional Strategic Plan?
- Timeline for the project/program.
- How do you propose to use the funds requested? Please include specific budget information.
- Please list any other sources of funding you have applied for and include dollar amounts if already awarded.
- How will the Foundation's support be recognized?
- How do you plan to evaluate this project's success?
- If your project/program is successful, how will it inform your practice moving forward?

Please email this completed and signed form along with your proposal to [zjacobs@glendale.edu](mailto:zjacobs@glendale.edu)

**Submission Deadline – Thursday, May 30, 2024 by 5:00 PM PST**

Your signature indicates approval of this request to the Glendale College Foundation

\_\_\_\_\_  
Applicant's signature

\_\_\_\_\_  
Chair or Department Head Signature

CHRIS CICUTO  
Print name of Chair or Department Head

Grant Review Committee comments and/or recommendations:

\_\_\_\_\_  
This grant was denied/approved on \_\_\_\_\_ The amount awarded is \$ \_\_\_\_\_

## **Athletic Outreach and Promotion**

### **What do you propose to do? •**

The Athletic Department is seeking grant approval to enhance our Athletic Outreach and Promotion efforts, specifically targeting the support needed for competition-related activities. This grant will enable us to compensate individuals for graphic design services across social media platforms (Instagram, Presto, and Facebook), upgrade essential camera equipment, and provide announcers for men's and women's basketball, baseball, and softball games. This initiative is vital for maintaining equitable opportunities for both men's and women's sports programs, in compliance with Title IX regulations.

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### **Project Objectives:**

#### **1. Graphic Design for Social Media Promotion:**

- Hire and compensate skilled graphic designers to create engaging content for Instagram, Presto, and Facebook.
- Enhance the visibility and engagement of our athletic programs through professional-grade promotional materials.
- Attract a broader audience and increase support for our athletic events.

#### **2. Camera Equipment Upgrades:**

- Invest in 2-3 high-quality camera lenses for both photo and video coverage of athletic events.
- Ensure our media content is of the highest quality, providing an enhanced viewing experience for our audience.
- Support the documentation and promotion of our athletes' performances with professional-grade visuals.

#### **3. Announcers for Athletic Events:**

- Provide professional announcers for all home games of men's and women's basketball, baseball, and softball.
- Ensure equitable access to announcers for both men's and women's sports, promoting fairness and compliance with Title IX.
- Enhance the game-day experience for attendees and participants by offering engaging and informative commentary.

### **Who will be involved in the project/program? •**

The entire Athletic Department, student athletes, parents, community partners, social media/website visitors, prospective student engaging in our social media platforms and all recruiters using social media for recruiting student athletes to the next level.

### **How does this project/program support the College's Institutional Strategic Plan? •**

Promote and Protect Anti-Racism, Diversity, Equity, Inclusion, and Accessibility Throughout the District Timeline for the project/program by showcasing our the most diverse program, Athletics, on GCC's campus. Additionally, promoting student and team achievements with high quality photos, graphics and in game announcements and providing resources

**How do you propose to use the funds requested?**

The Athletic Program hosted 126 home contests and traveled to 157 away contests in 2023/24. These funds will help provide all students a photographer at the majority of home contests. Additionally, a graphic designer(s) will create and post upcoming and weekly contests and scores for home and away contests/games. Total graphics created and posted to multiple platforms will be up to 400 with the additional team and personal highlights. Lastly, funds will go to Spiro Psaltis, the voice of Glendale and GCC, will be compensated for announcing M and W Basketball and all home baseball games; the other funds will go to an announcer for Women's Softball hosted at the Glendale Sports Complex.

**Please include specific budget information. \***

Graphic Designer and uploading: \$7,500  
New camera lenses and Mevo cameras: \$3000  
Announcers: \$3900 (\$23/hour)  
Freelance photographer: \$5000  
Total: \$19,400

**Please list any other sources of funding you have applied for and include dollar amounts if already awarded. \***

N/A- 2023/24 request for consultant has been lowered to help support this effort.

**How will the Foundation's support be recognized? \***

How does a Foundation that supports a grant get recognized when supporting athletic grants?

1. Acknowledgment in communications like press releases and social media posts.
2. Public recognition at events honoring Foundation.
3. Collaborative marketing efforts with the college's athletic department.

**How do you plan to evaluate this project's success? \***

Presto and Social Media traffic and Community Engagement.

**If your project/program is successful, how will it inform your practice moving forward?**

Immediate implementation of photographers and social media graphic designers. Using social media effectively enhances college visibility and branding through regular posts. Interactive social media content increases engagement by fostering real-time interaction. Targeted campaigns on social media support recruitment efforts by highlighting student success stories and academic programs. Social media is also instrumental in promoting achievements, building

community connections, and driving fundraising efforts by reaching potential donors and showcasing the benefits of their support.