![Glendale College Foundation logo]

2024-25 FACULTY AND STAFF
GRANT PROGRAM APPLICATION

Name of Project/Program: _____ **Date:** _____

Applicant's Name: _____

GCC Position: _____ **Department:** _____

E-mail: _____ **Phone** _____

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: $ _____

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

<mark>**Submission Deadline – Thursday, May 30, 2024 by 5:00 PM PST**</mark>

> **Your signature indicates approval of this request to the Glendale College Foundation**
>
> _[signature]_____
> **Applicant's signature**
> _[signature]_____
> **Chair or Department Head Signature**
> _____
> **Print name of Chair or Department Head**

Grant Review Committee comments and/or recommendations:

_____

This grant was denied/approved on _____ **The amount awarded is $** _____

What do you propose to do? ▪

For the past several years, the Foundation has funded a grant request for a photographer and web consultant to maintain and enhance the Glendale College (GCC) Athletic Website. This support ensures a robust online presence for the College's athletic department, which is essential and partially mandated by the California Community College Athletic Association (CCCAA) for the betterment of our 16 athletic teams and over 300 student-athletes. Additionally, leveraging social media is crucial for promoting Glendale College and its athletic department, as it amplifies our reach, engages the community, and highlights the achievements of our student-athletes.

Who will be involved in the project/program? ▪

All 300 student athletes, the families of these athletes, alumni, potential recruits, sports fans, GCC faculty/coaches, four-year institution coaches/recruiters.

What are the benefits of this project/program to the students, college, and the community?

- **Enhanced Visibility and Branding**
- **Increased Engagement:**
- **Recruitment**
- **Promotion of Achievements**
- **Community Building**

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.

How do you propose to use the funds requested?

Consultant to help move from future retiree; technological support with Presto Website; supplement photographer for Football and Media Day.

Please include specific budget information. ▪

$4000 Summer/Fall

$1500 Winter

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

N/A

How will the Foundation's support be recognized? ▪

The Foundation has been a vital partner of GCC Athletics for decades, with its recognition evident in numerous collaborative projects. The ongoing Capital Campaign, the Annual Golf Tournament, and the biennial Athletic Hall of Fame are just a few examples of initiatives where this partnership greatly

benefits both departments and the College. Supporting the Athletic Website is another prime example of this valuable collaboration.

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

1.   Engagement Metrics:

•   Likes, Comments, Shares: Monitor social media interactions to gauge audience engagement.

•   Reach and Impressions: Measure how many people see the content and its frequency.

2.   Follower Growth:

•   Track the increase in social media followers over time.

3.   Website Traffic:

•   Analyze traffic from social media to the athletics website using tools like Google Analytics.

4.   Content Performance:

•   Assess the performance of different types of posts and the quality of photos.

5.   Audience Feedback:

•   Collect feedback through comments, surveys, and direct messages.

6.   Athlete and Event Coverage:

•   Ensure comprehensive and timely coverage of athletic events and achievements.

7.   Brand Awareness:

•   Track mentions, hashtags, and shares related to the college's athletics.

8.   Recruitment and Retention:

•   Evaluate the impact on recruitment by tracking inquiries and applications influenced by social media.

9.   Media and Press Coverage:

•   Monitor media coverage and press mentions resulting from social media efforts.

10.   Fundraising and Sponsorship:

•   Assess the impact on fundraising and sponsorship through successful campaigns promoted via social media.

If your project/program is successful, how will it inform your practice moving forward?
By delivering compelling content that resonates with our stakeholders, including students, alumni, faculty, donors, and the broader community, we aim to enhance stakeholder satisfaction. Positive feedback and increased engagement will serve as indicators of our success in meeting their needs and expectations.