What do you feel is preventing you from getting **additional resources?**

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How Higher Ed Marketing Leaders Can

Justify Budget & Make a Case for Additional Resources

Eric Welch
Project Management Specialist
workzone

Nick Alvarado
Vice President of Communication & Creative Services
TSTC
Texas State Technical College

Can you **relate?**

#1	Your team is feeling overwhelmed by the number of projects requests
#2	You want to quantify why you need additional resources
#3	You want to improve collaboration with other departments

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What makes running a higher ed marketing department **different?**

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Project requests

from multiple departments

Similar projects

from year to year

Marketing budgets

are the first to get cut

Why have operational budgets historically been **so hard to justify?**

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Data is the key

Data you need to make the case for...

#1 Your **operational budget**

#2 A much needed **new hire**

#3 External **freelancers & agencies**

#4 **Compensation** to help retain your team

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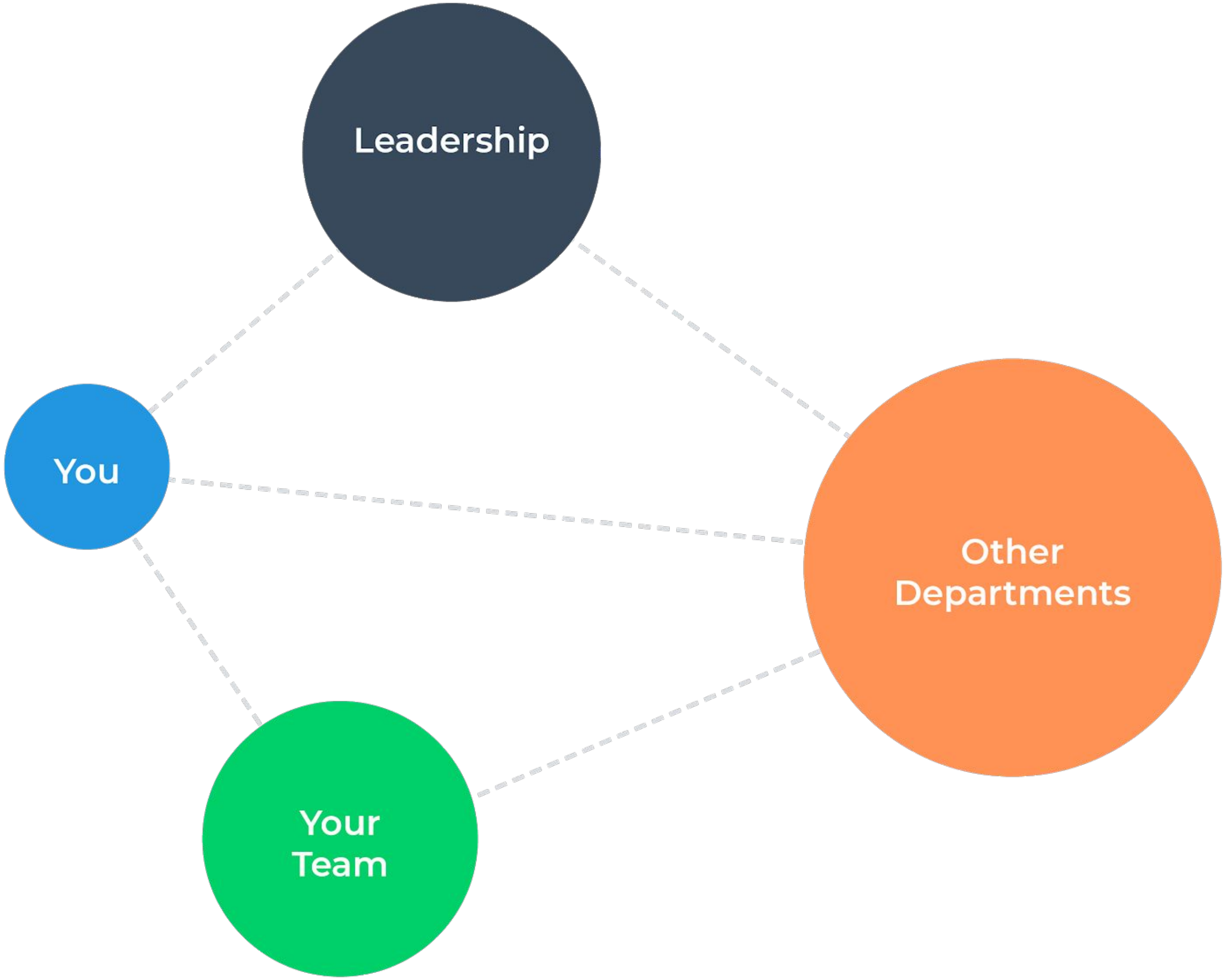
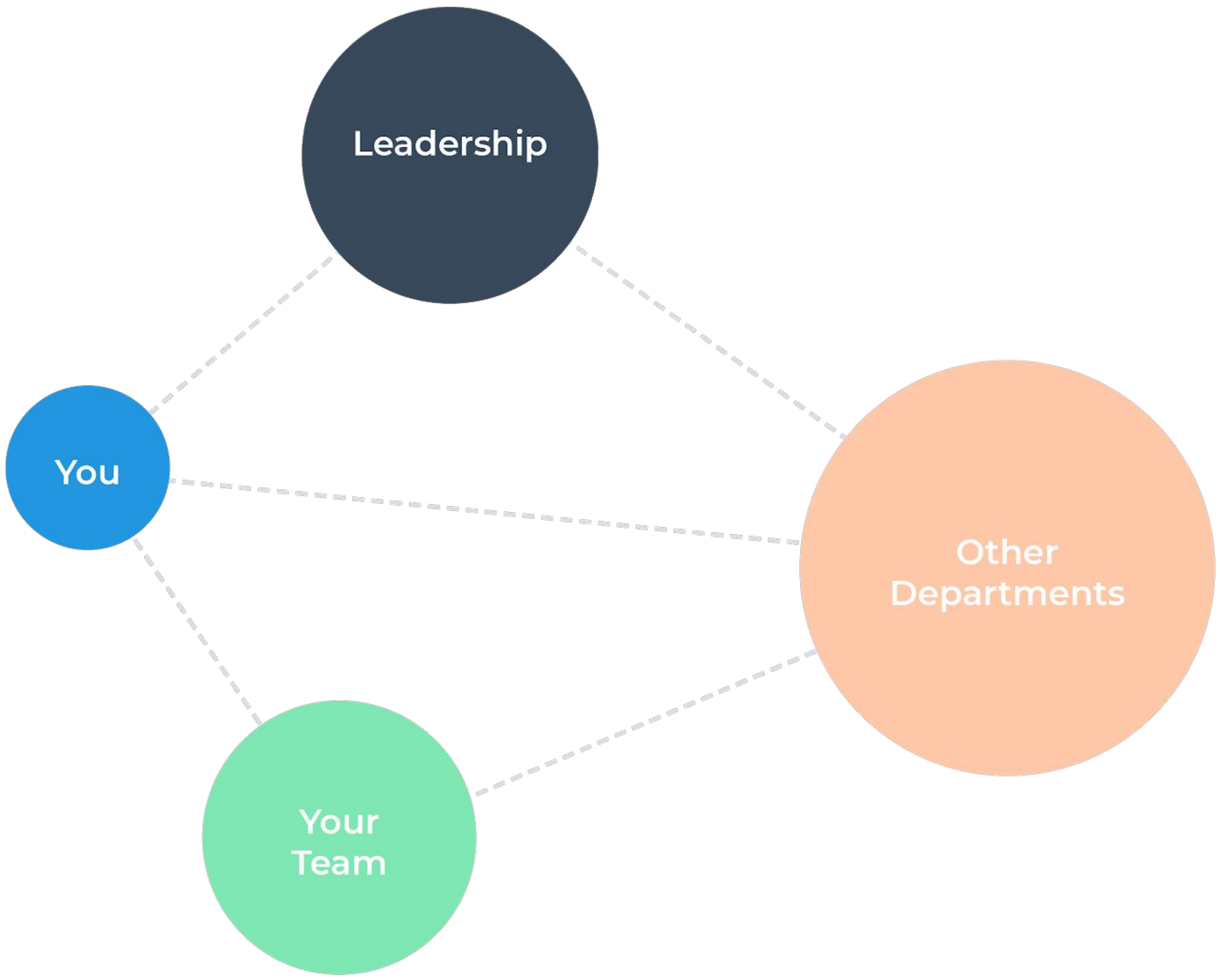

Leadership
You
Other Departments
Your Team



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Leadership wants to know...

Are you currently spending the dollars you've been allocated **effectively?**

The data you need to **make your case**

1. Number of projects requested
2. Time spent on projects
3. Hours allocated based on employee compensation vs. hours worked

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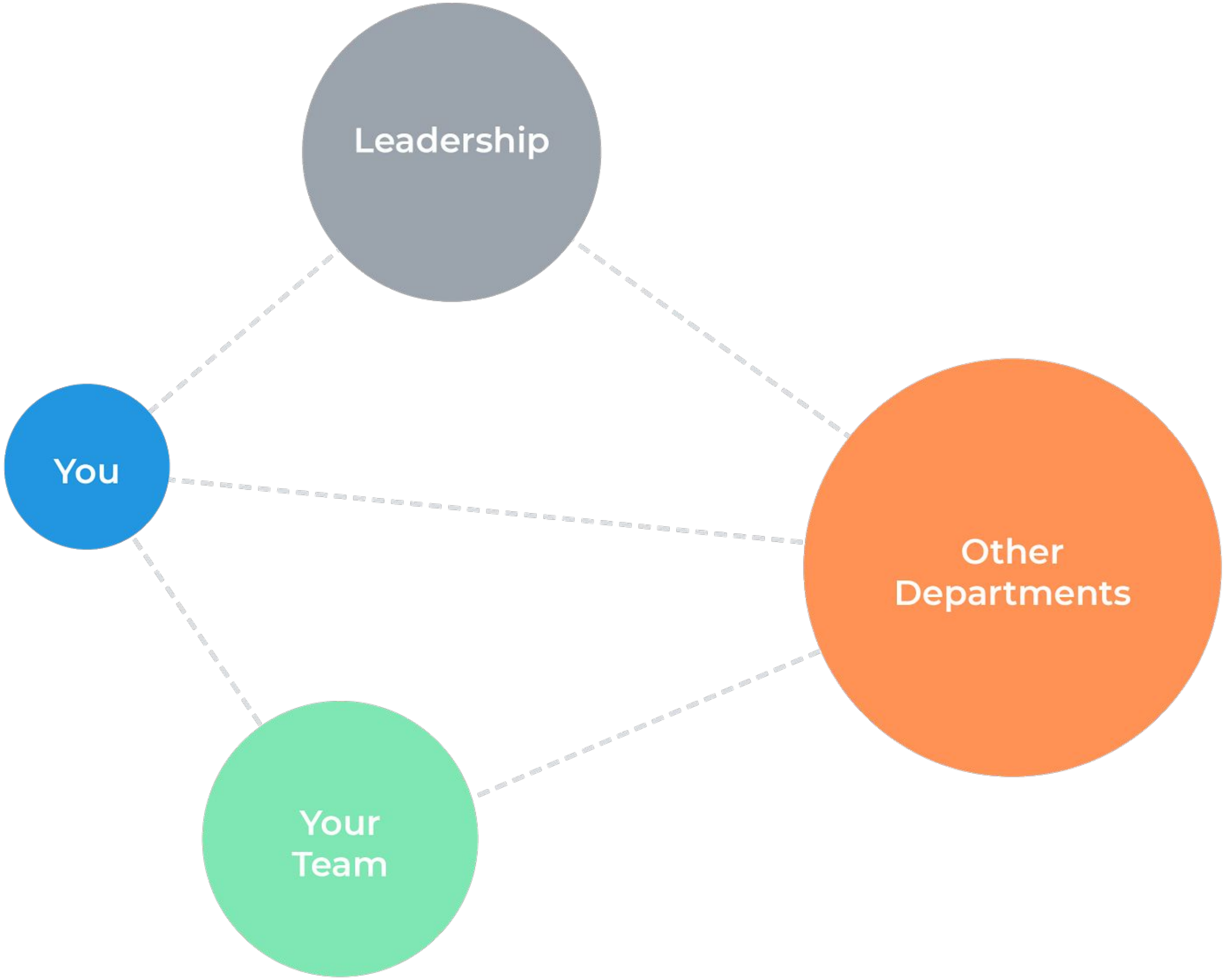

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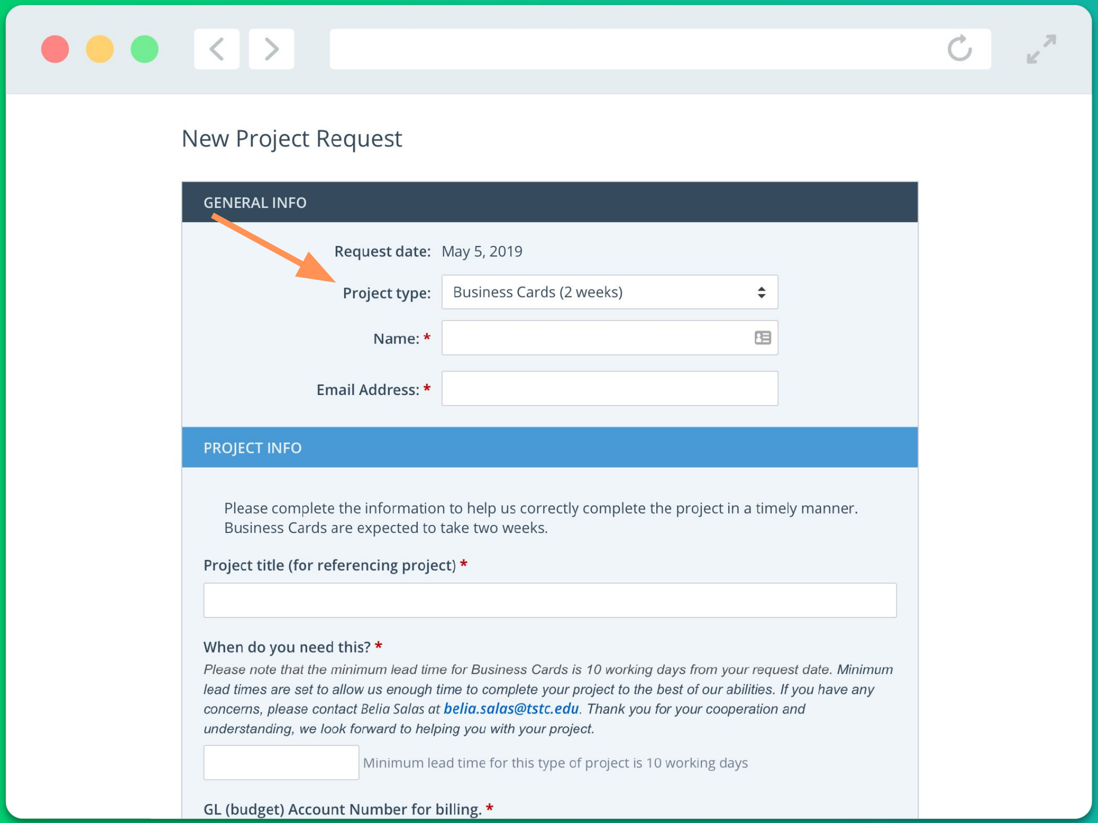
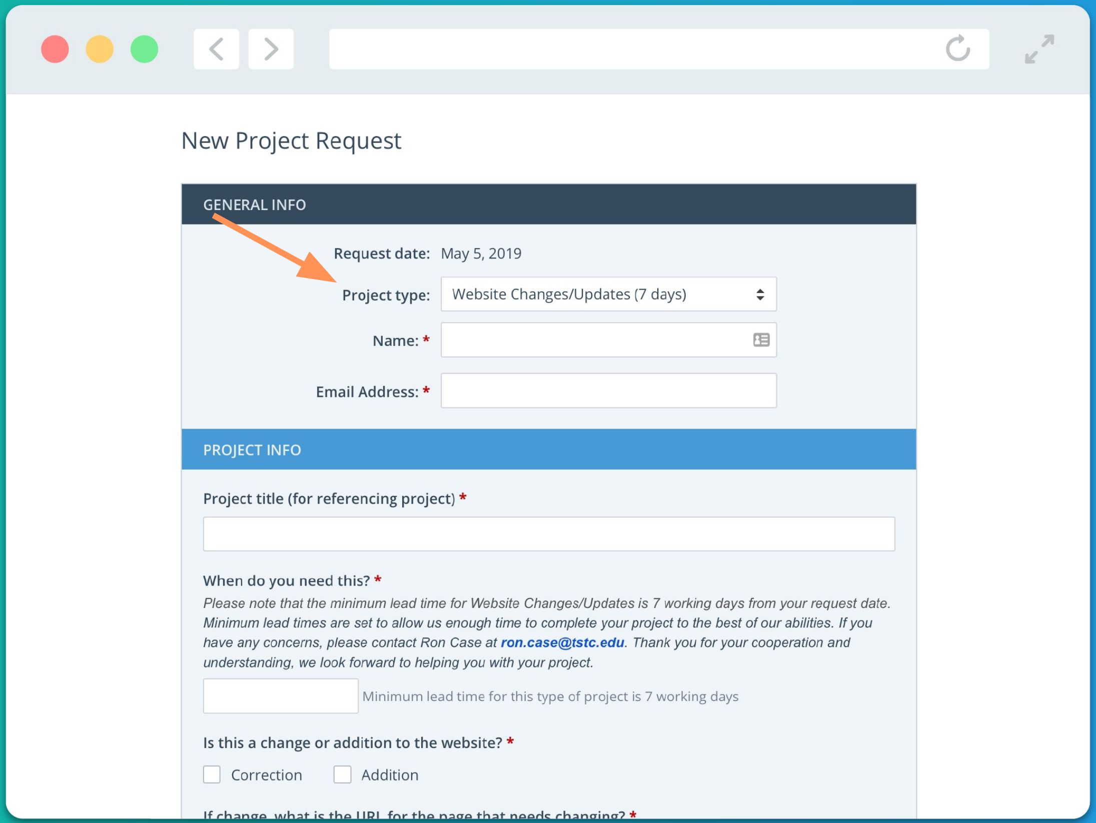
Project Request **Forms**





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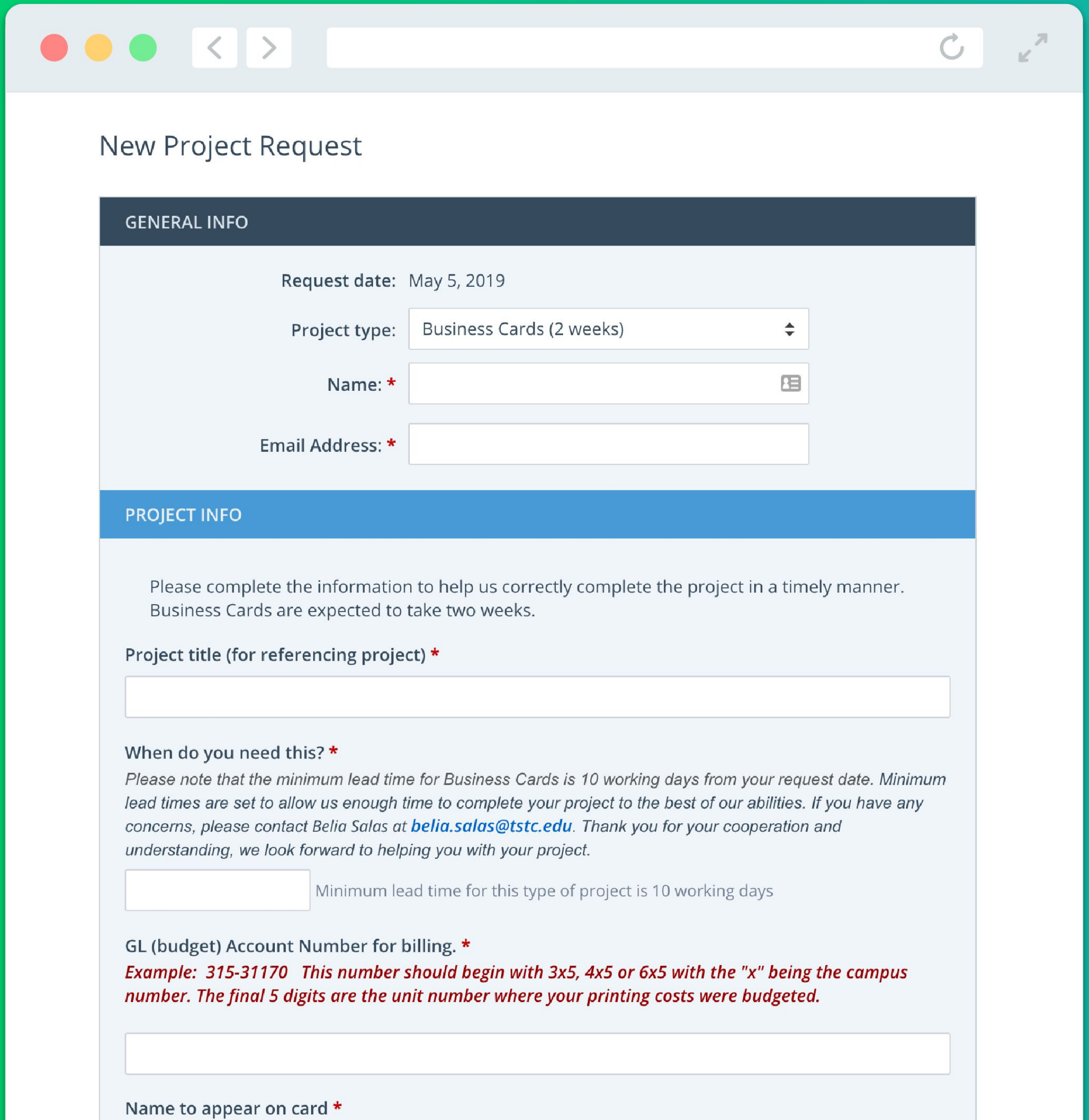
Fields to help you **collect data**



New Project Request

GENERAL INFO

Request date: May 5, 2019

Project type: Business Cards (2 weeks)

Name: *

Email Address: *

PROJECT INFO

Please complete the information to help us correctly complete the project in a timely manner. Business Cards are expected to take two weeks.

Project title (for referencing project) *

When do you need this? *

Please note that the minimum lead time for Business Cards is 10 working days from your request date. Minimum lead times are set to allow us enough time to complete your project to the best of our abilities. If you have any concerns, please contact Belia Salas at belia.salas@tstc.edu. Thank you for your cooperation and understanding, we look forward to helping you with your project.

Minimum lead time for this type of project is 10 working days

GL (budget) Account Number for billing. *

Example: 315-31170 This number should begin with 3x5, 4x5 or 6x5 with the "x" being the campus number. The final 5 digits are the unit number where your printing costs were budgeted.

Name to appear on card *

1. Project type
2. Contact info
3. Project title (use this to reference later)
4. Deadline (be specific about lead time)
5. Accounting details

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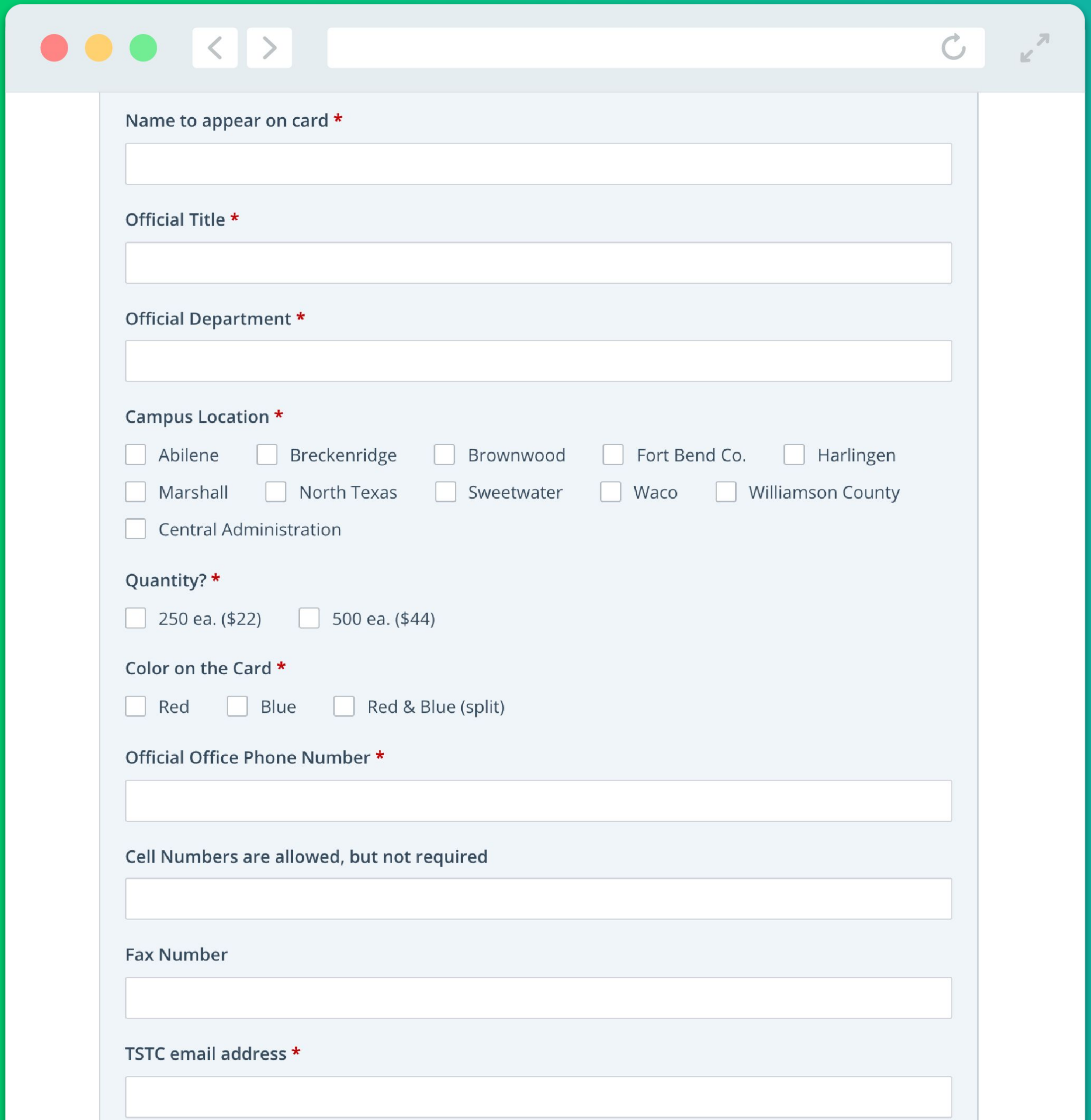
Fields to help you **collect data**


Name to appear on card *

Official Title *

Official Department *

Campus Location *

- [ ] Abilene
- [ ] Breckenridge
- [ ] Brownwood
- [ ] Fort Bend Co.
- [ ] Harlingen
- [ ] Marshall
- [ ] North Texas
- [ ] Sweetwater
- [ ] Waco
- [ ] Williamson County
- [ ] Central Administration

Quantity? *

- [ ] 250 ea. ($22)
- [ ] 500 ea. ($44)

Color on the Card *

- [ ] Red
- [ ] Blue
- [ ] Red & Blue (split)

Official Office Phone Number *

Cell Numbers are allowed, but not required

Fax Number

TSTC email address *

1. Project type
2. Contact info
3. Project title (use this to reference later)
4. Deadline (be specific about lead time)
5. Accounting details
6. Campaign specifics

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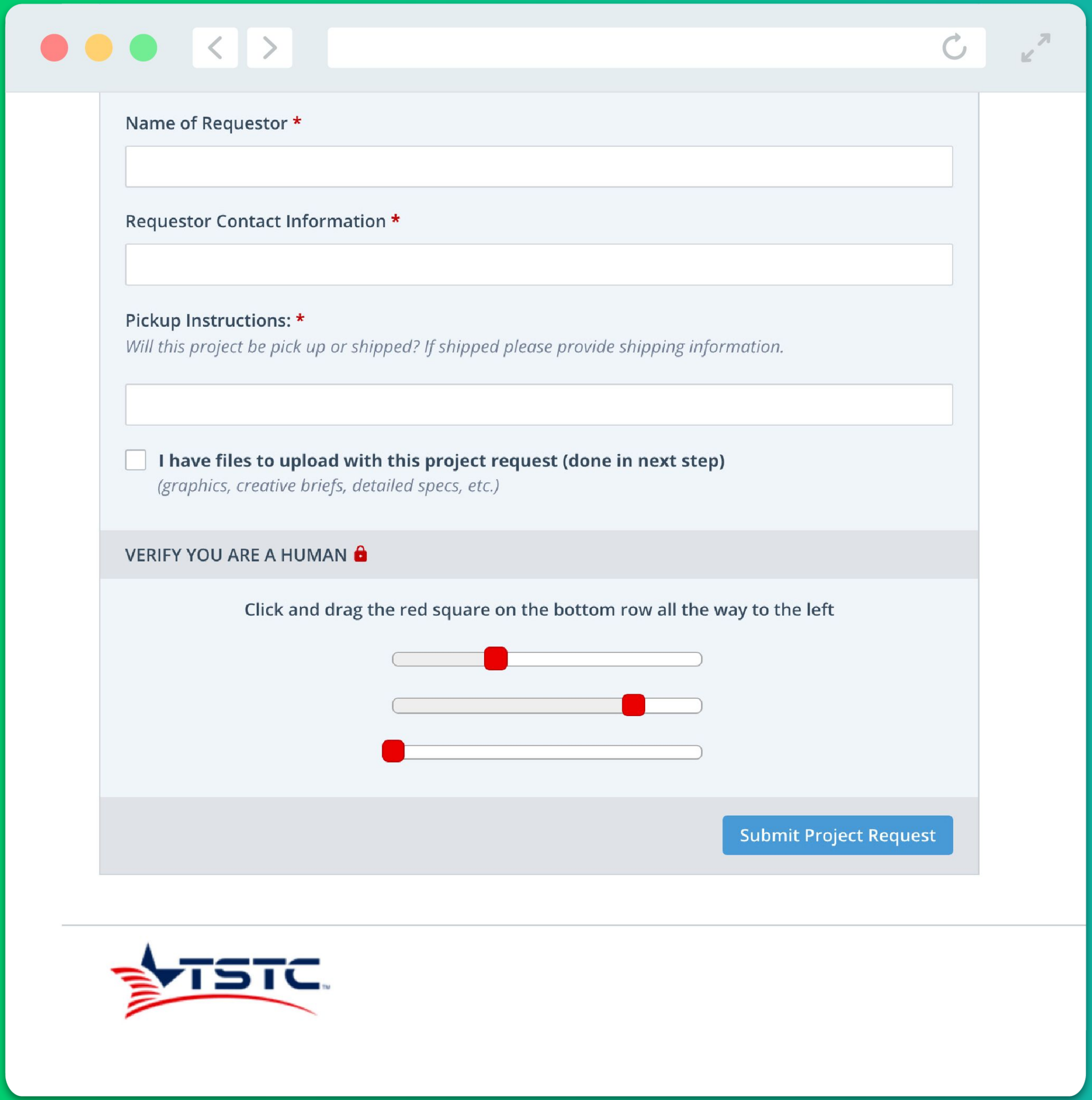
Fields to help you **collect data**



1. Project type
2. Contact info
3. Project title (use this to reference later)
4. Deadline (be specific about lead time)
5. Accounting details
6. Campaign specifics
7. Additional requester details

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How do you create a culture where knows they need to **use the form?**

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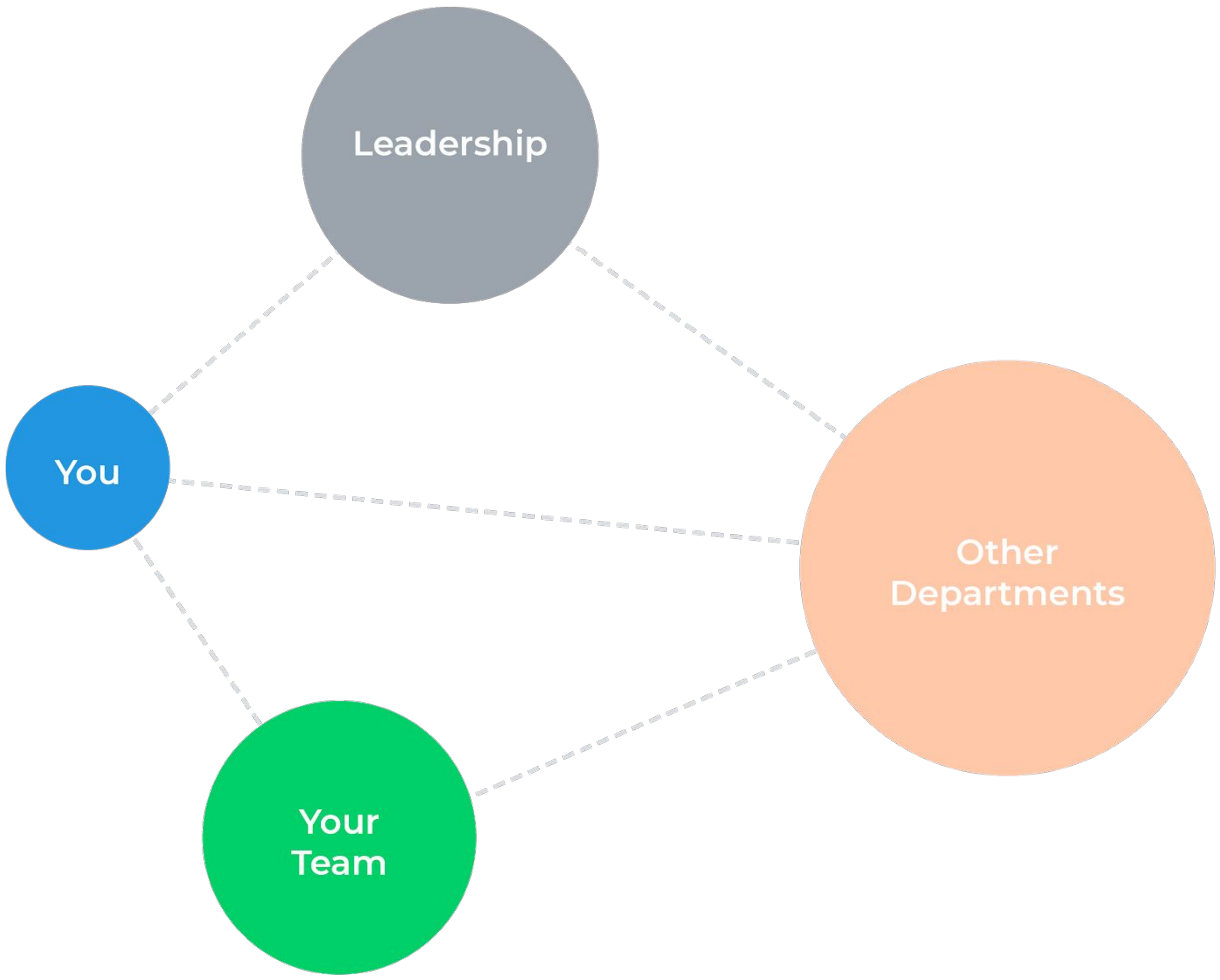

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The data you need to **make your case**

1. Number of projects requested
2. **Time spent on projects**
3. Hours allocated based on employee compensation vs. hours worked

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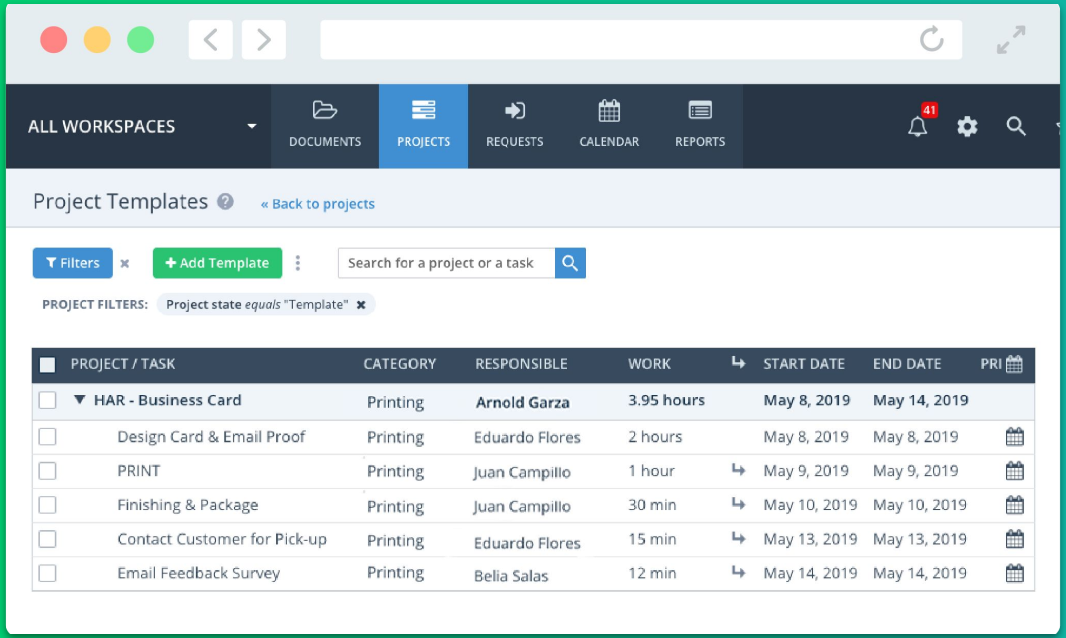
Calculating **time spent**



1. Estimating hours based on project type and tasks
2. Time tracking

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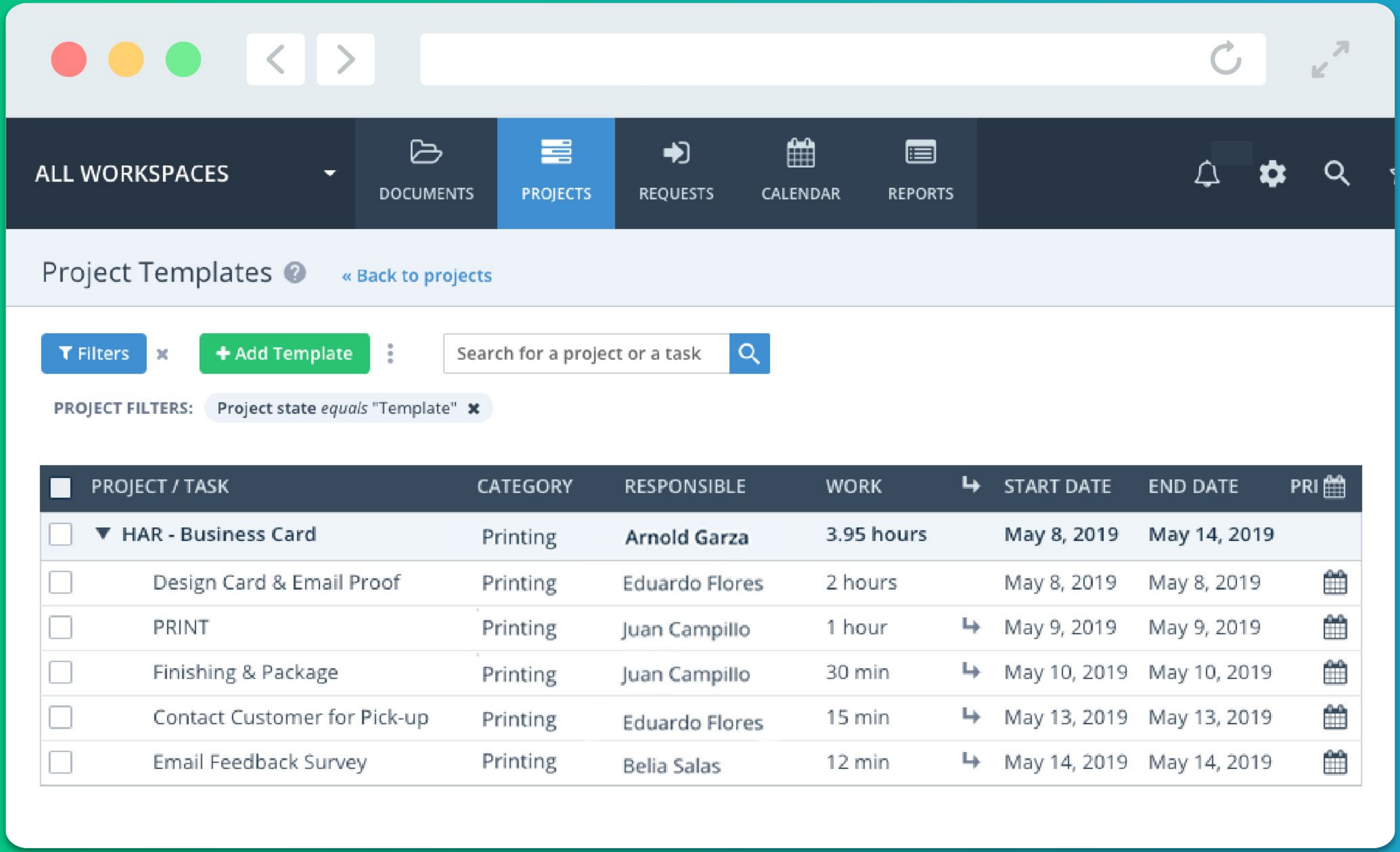
How have project request forms helped you **calculate time spent?**

Estimating time using **project templates**



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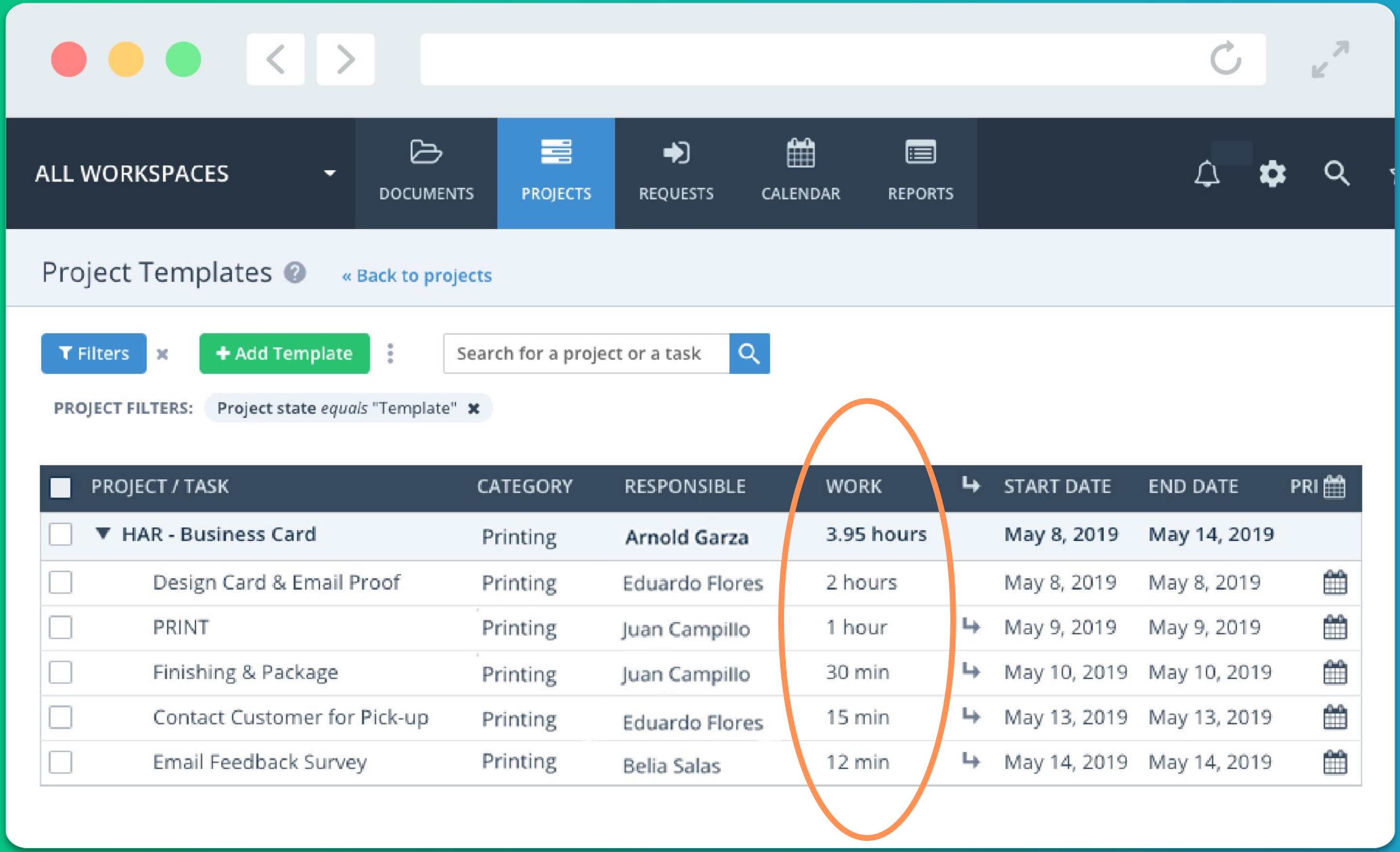
Estimating time using **project templates**



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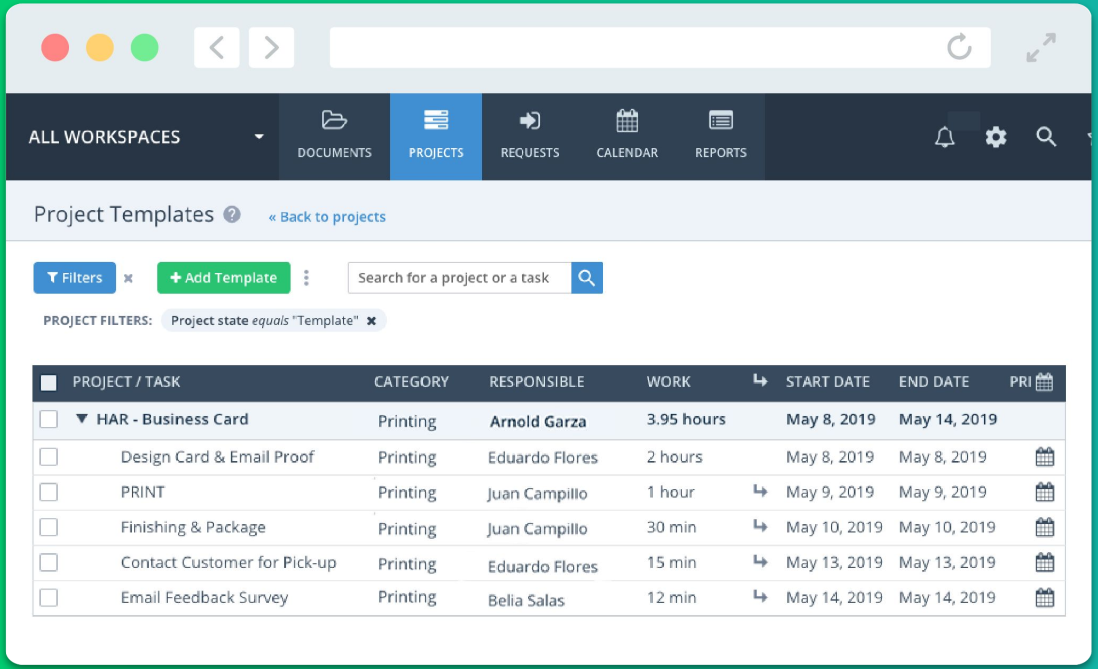
Estimating time using **project templates**



PROJECT / TASK	CATEGORY	RESPONSIBLE	WORK	START DATE	END DATE	PRI
HAR - Business Card	Printing	Arnold Garza	3.95 hours	May 8, 2019	May 14, 2019	
Design Card & Email Proof	Printing	Eduardo Flores	2 hours	May 8, 2019	May 8, 2019	
PRINT	Printing	Juan Campillo	1 hour	May 9, 2019	May 9, 2019	
Finishing & Package	Printing	Juan Campillo	30 min	May 10, 2019	May 10, 2019	
Contact Customer for Pick-up	Printing	Eduardo Flores	15 min	May 13, 2019	May 13, 2019	
Email Feedback Survey	Printing	Belia Salas	12 min	May 14, 2019	May 14, 2019	

3.95 hours per request

x 18 requests per month

x 12 months

853.2 hours per year

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What are the **limitations** of the estimation method?

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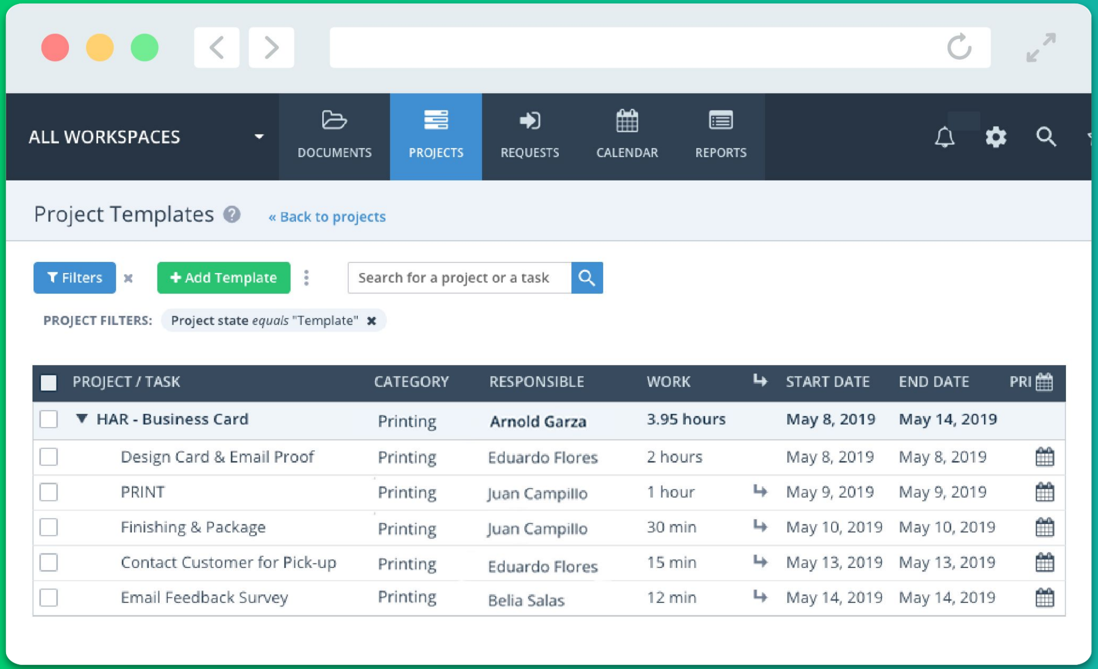
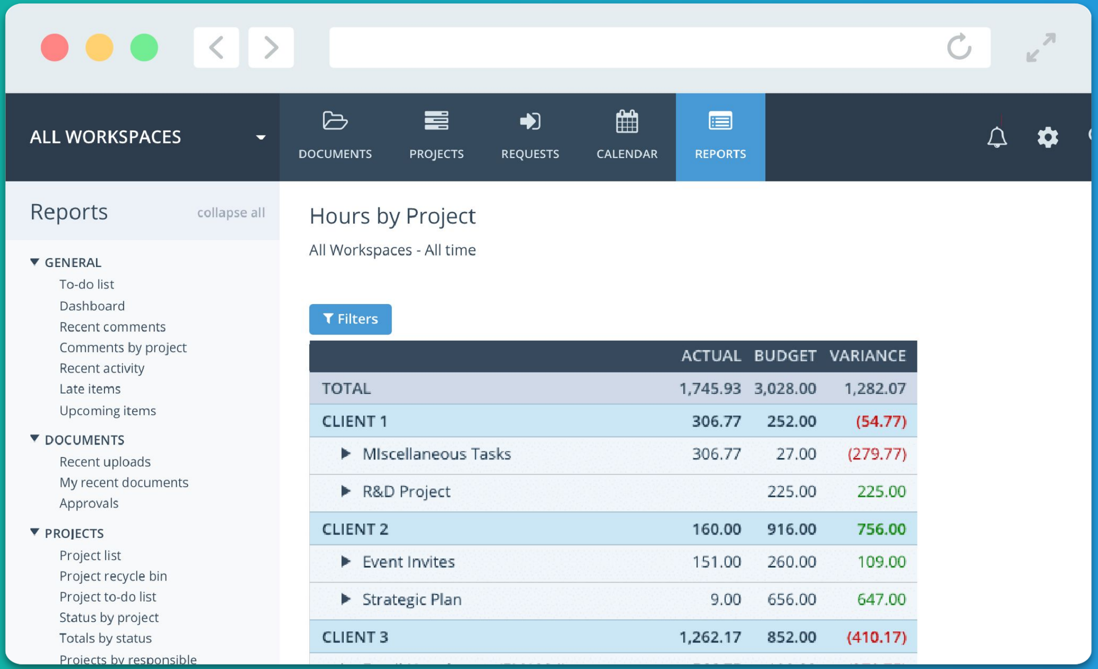
Estimating time vs. **time tracking**





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Is it necessary to put every one of these processes in place **immediately ?**

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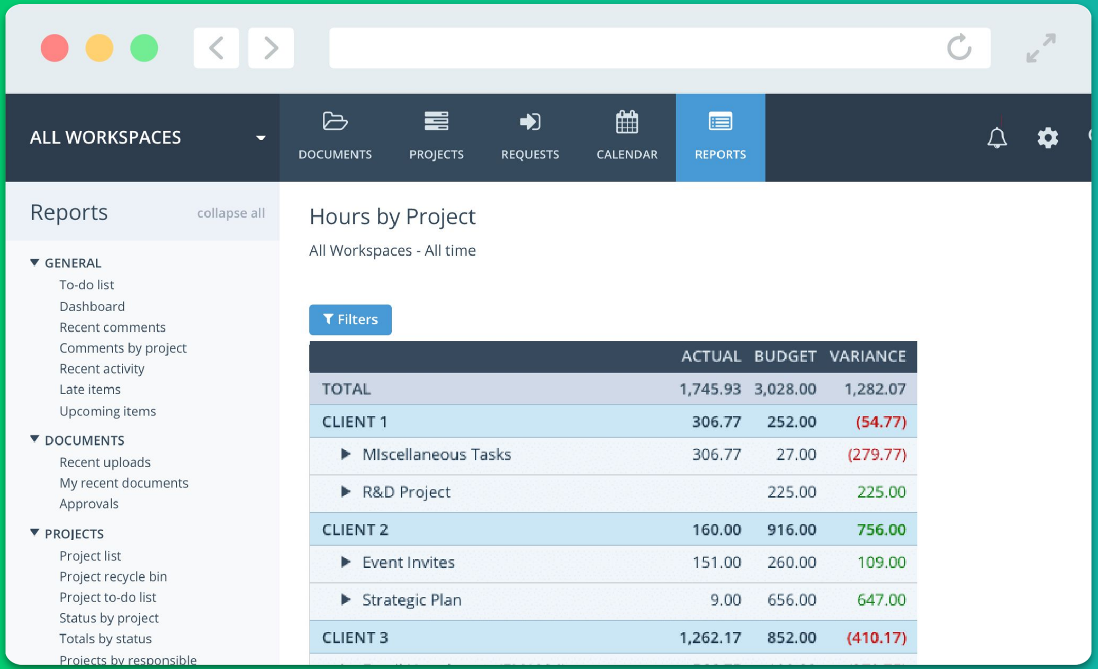
What will **time tracking data**

allow you to do do?

Time tracking **can help you**



1. Manage your team more effectively
2. Tie compensation to effort
3. Make a case for additional resources!

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The data you need to **make your case**

1. Number of projects requested
2. Time spent on projects
3. **Hours allocated based on employee compensation vs. hours worked**

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Calculating **Hourly Rate**

Calculation 1:
Total Compensation

Current Salary	$40,000
Benefits, Sick Leave, Vacation, etc. *Estimate 30% of salary*	+ $12,000
Total Compensation	**$52,000**

Calculation 2:
Target Billable Hours

Hours per Week	40
Weeks per Year	x 49
Total Billable Hours	**1960**

Calculation 3:
Hourly Rate

Salary	$52,000
Billable Hours	/ 1960
Hourly Rate	**$26.53**

Calculating **Additional Value**

Calculation 4:
Actual Billable Hours

Hours per Week	60
Weeks per Year	x 49
Total Billable Hours	**2940**

Calculation 5:
Market Salary

Hourly Rate	$26.53
Hours Worked	x 2940
Market Salary	**$77,998.20**

Calculation 6:
Additional Value

Market Salary	$77,998.20
Total Compensation	- $52,000
Additional Value	**$25,998.20**

How have these processes helped you to **create a culture of accountability?**

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Key **Reports**

Projects: Totals by Status

All Workspaces - May 8, 2019

	ACTIVE							
WORKSPACE	ON TRACK	AT RISK	LATE	TOTAL	COMPLETED	INACTIVE	ARCHIVED	TOTAL
TOTAL	137	33	29	199	9112	103	11338	20752
Advertising - External Print & Digital	5	0	1	6	80	1	48	135
Apparel Design	0	0	0	0	23	0	61	84
Banners	0	0	0	0	7	1	0	8
Booklets - Instructional	1	2	0	3	139	0	0	142
Brochures & Publications	3	1	3	7	164	5	503	679
Campaigns	4	3	0	7	50	0	56	113
Certificates & Awards	0	0	0	0	32	0	79	111
Digital Ads	2	0	0	2	23	0	0	25
Digital Signage - TSTC Internal	1	0	0	1	116	0	31	148
Emblem Design & Creation	2	1	0	3	66	1	51	121
Event & Meeting Materials	7	2	1	10	142	1	168	321
Give-away Artwork	0	0	0	0	3	0	0	3
Large Scale Design	0	0	0	0	7	1	5	13
News/Media/Press Release	25	7	6	38	769	31	688	1526
Non-Profit & Outside	1	1	3	5	403	1	190	599
OneTSTC / Campus-Wide Email	16	0	1	17	6	0	0	23
Photography	0	1	1	2	43	3	17	65
Portal Updates/Changes	8	0	0	8	1649	1	718	2376
Postcards & Mailers	3	1	2	6	161	0	84	251
Posters & Flyers	17	6	2	25	460	4	859	1348
PowerPoint & Multimedia	2	0	2	4	13	0	8	25
Printing Projects	19	5	7	31	2477	37	5260	7805
Promotional Item Logos	0	0	0	0	0	1	14	15
Stationary & Business Cards	12	1	0	13	1298	8	1503	2822
Videography/Commercials	2	0	0	2	28	6	99	135
Website Updates/Changes	5	2	0	7	949	0	896	1852
Window Wrap	2	0	0	2	4	1	0	7
TOTAL	137	33	29	199	9112	103	11338	20752

1. Totals by status
2. Workload by responsible party

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How have you **influenced adoption** of this process change?

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What do you recommend

as **next steps?**

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Users rate Workzone

#1 in Project Management

Capterra

Software Advice™

GetApp®

★ 97% Overall Rating

★ 98% Value for Money

★ 100% Customer Service

Workzone **Customers Succeed**

90

hours per month savings

225%

increase in email campaigns

★ ★ ★ ★ ★

“consistently above average project surveys”

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Thank you!

Eric Welch

eric@workzone.com

484.443.4162

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