

EXPENSE BREAKDOWN

Item	Cost	Portion of 2022 departmental budget
Images	\$15	0.03% of photography/illustration/video budget (\$50K)
Paid social	\$750	5% of social media advertising budget (\$15K)
TOTAL	\$765	

STAFFING BREAKDOWN

Key project tasks (All completed by internal staff)	Staff involved	Estimated total staff hours
Developing strategy and content approach for series	<i>Primarily:</i> Digital Editor, UBC Magazine Associate Director, Alumni Engagement (Regional) Alumni Engagement Coordinator (Regional) <i>With input from:</i> Associate Director, Communications Print Editor, UBC Magazine Senior Communications Designer Content Specialist & Writer	8
Securing diverse participants	<i>Primarily:</i> Associate Director, Alumni Engagement (Regional) Alumni Engagement Coordinator (Regional) Research Analyst <i>With assistance from:</i> Digital Editor, UBC Magazine	18
Coordinating with alumni and managing project	<i>Primarily:</i> Digital Editor, UBC Magazine <i>With assistance from:</i> Associate Director, Alumni Engagement (Regional) Alumni Engagement Coordinator (Regional)	16
Editing and fact-checking written responses	<i>Primarily:</i> Digital Editor, UBC Magazine Digital Editorial Assistant, UBC Magazine	32
Reviewing visuals and sourcing images	<i>Primarily:</i> Senior Communications Designer <i>With input from:</i> Digital Editor, UBC Magazine	4
Uploading, prepping, and proofing stories for publication	<i>Primarily:</i> Digital Editor, UBC Magazine	4
Creating social content and promoting series on various channels	<i>Primarily:</i> Digital Editor, UBC Magazine Communications Coordinator Digital Editorial Assistant, UBC Magazine	8
TOTAL		90

