

IMMEDIATE NEED REQUEST 2018-19

Approved
in Cabinet
8/7/18
Bill [Signature]



Requested by: (Unit, Department, Division or Vice President)			Date to VP:
Location	(Fill-in)	Reviewed By (Signature):	Date to Cabinet:
Department or Unit:	Marketing and Communication	<i>[Signature]</i>	Date to Cabinet:
Division:	President's Office		Outcome:
Vice President:			

Budget Request(s)	Justification for Request(s)	Funds Requested **			Funding
(List in Priority Order)	An "Immediate Need" is a shortfall in funding that, unless funded immediately, could cause a program to cease to function.	Amount	One-time	Ongoing	Approved
1. Radio Ads	This is to cover radio ads for enrollment promotion through independent media buyer Brad Goldman of Advantage Integrated Media.	60,000.00	x		
Account Number(s):					
2.					
Account Number(s):					
3.					
Account Number(s):					

** Please provide documentation to support the amount requested, such as price quotes from vendor, copy of catalog, etc. Also, include any ancillary costs, such as maintenance, annual software upgrades, etc.