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Respondent

25

Anonymous

21:07

Time to complete

Application Information

1. Name: *

CHRIS J CICUTO

2. GCC Title/Position: *

ASSOCIATE DEAN, ATHLETICS

3. Department: *

ATHLETICS

4. Campus: *

Verdugo

Garfield

5. E-mail: *

ccicuto@glendale.edu

6. Phone: *

8185157848

7. Dean or Department Head's Name: *

Tzoler Oukayan

Project Proposal

8. Name of Project/Program: *

Athletics Operational Support

9. Please select which category best describes your project: *

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

10. Amount requested: *

\$20,825

11. 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 Fundraising efforts, graphic design services across social media platforms (Instagram, Presto, and Facebook), , and provide announcers for men's and women's basketball, baseball, Volleyball 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.

- Graphic Design for Social Media Promotion:
 - o Hire and compensate skilled graphic designers to create engaging content for Instagram, Presto, and Facebook.
 - o Enhance the visibility and engagement of our athletic programs through professional-grade promotional materials.
 - o Attract a broader audience and increase support for our athletic events.
- Athletic Foundation and Community Liaison Stipend
 - o Builds Stronger Community Connections. Serves as a consistent point of contact between the athletic department, Foundation and the local community.
 - o Enhances Fundraising Efforts
 - o Expands exposure and support for athletes through community engagement.
 - o Shares success stories, game results, and program milestones with the public.
 - o Encourages Alumni Engagement
 - o Builds long-term relationships that benefit both the athletic department and college.
 - o Coordinates community events, fundraisers, and game-day promotions.
 - o Helps bridge gaps between athletics, academics, and administration.
 - o Helps the college remain competitive and relevant in the athletic landscape
- Announcers for Athletic Events:
 - o Provide professional announcers for all home games of men's and women's basketball, baseball, volleyball and softball.
 - o Ensure equitable access to announcers for both men's and women's sports, promoting fairness and compliance with Title IX.
 - o Enhance the game-day experience for attendees and participants by offering engaging and informative commentary
- Provide photo opportunities for student athletes during competition.
 - o Bolster Content on Social Media and Website.
 - o Students more than ever want to be seen on social media.

12. 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.

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

This project benefits student-athletes, coaches, the college, alumni, and the surrounding community. Student-athletes benefit through increased recognition, improved game-day experiences, and greater exposure that can support recruiting. Coaches benefit by providing resources for them, to take these responsibilities off their already overextended plates.

The college benefits through increased visibility, school spirit, and stronger connections with alumni and community members.

These benefits are important because they help create equitable opportunities for all athletic programs.

14. How does this project/program support the College’s Institutional Strategic Plan? *

View ISP at <https://www.glendale.edu/home/showpublisheddocument/68172>

This project directly supports the college’s Inclusion, Success, and Support priority areas by expanding equitable access, visibility, and engagement opportunities for all student-athletes.

The project promotes Inclusion by ensuring both men’s and women’s athletic programs receive equitable promotional support, game-day resources, and community recognition in alignment with Title IX principles.

It supports Success by increasing student-athlete engagement, recognition, and sense of belonging through social media promotion, photography, and enhanced event experiences that contribute to student confidence, motivation, and overall campus involvement.

The project also aligns with the Support priority area by providing the human and fiscal resources necessary to strengthen athletic operations, community outreach, fundraising, and communication efforts that enhance the overall student-athlete and campus experience while fostering stronger connections among students, alumni, staff, and the community.

15. Timeline for the project/program. *

August 2026-May 2027

16. How do you propose to use the funds requested? Please include specific budget information. *

Fundraising/Event Support: \$6000 Hall of Fame/Poker/Bingo/Sporting Events/Capital Campaign/Gameday Support(student workers)

SOCIAL MEDIA/PRESTO-graphic designer \$6000 - \$600/month . August-May

Basketball/Baseball Announcer 2825
\$50/Basketball ~ 24 games : 1200 / Baseball \$65/game~25 games=1625
Softball Announcer 1000 ~ 20 games @\$50/game
Volleyball Announcer 1000 ~10 games @ \$50/game
Gameday Photography 4000 400/Mo.

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

Annual support of this project by Foundation.

18. How will the Foundation’s support be recognized? *

Website, Stories, Gameday Announcements, Social Media Posts

19. How do you plan to evaluate this project’s success? *

Recruiting, Campus life, student athlete feedback, Presto and Social Media traffic and Community Engagement.

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

Glendale College Athletics strives to retain the same resources as many other athletic programs in our state. There are model programs such as College of the Canyons, Mt. SAC and Citrus College that have employees sufficient to complete the demands of Athletics. Through Program Review, we will continue to ask the District to grow the department with more full time or part time employees to help support the student athlete experience. Fundraising efforts will always be ongoing.

21. Please provide a 2 – 3 sentence summary of your project proposal. *

This project strengthens athletic outreach, promotion, and game-day operations through social media support, community engagement, announcers, and student-athlete photography.

It increases visibility, enhances the student-athlete experience, and supports equitable opportunities for men’s and women’s sports programs.

The project also helps build stronger connections between athletics, the college, alumni, and the community.

Signature and Acknowledgments

22. I hereby acknowledge/certify: *

- My Dean or department head is aware of this application and has authorized its submission.
- If my proposal involves the hiring of temporary/contracted professionals, I will obtain approval from Human Resources before proceeding and will provide documentation to the Foundation that the hiring/contracting has been reviewed and approved.
- If my proposal involves conference and/or other travel, I will complete the GCC travel approval process and adhere to GCC travel guidelines.