|  |  |
| --- | --- |
| Project ID | PJ000823 |
| Project Fiscal Year | 2023-2024 |
| College/Department/Unit | Information Technology Services (ITS) |
| Title of Project | PJ000823 LSUAM | STF - Marketing and Communications |
| Name of Principle Implementor | Ric Simmons |
| Email | rsimmons@lsu.edu |
| Phone Number | (225) 578-5212 |
| Is this project complete? | Yes |
| Is this account ready to be closed? | No |
| Amount Awarded | $1,000 |
| Amount Spent | $116.37 |
| Equipment | N/A |
| Purpose | Marketing efforts inform the LSU student community of the IT services available to them such as GROK and TigerWare support, the Service Desk, wireless network, the Virtual Lab, campus computer labs and the Gear-To-Geaux checkout program. This information is visible in public student areas in print or as digital advertisements throughout LSU.edu websites, GROK, scrolling digital displays, and social media. |
| Benefits Demographics | Students, faculty, and staff utilize GROK, TigerWare, the Service Desk, Virtual Lab, campus computer labs, and Gear-To-Geaux for many different reasons throughout the year. Marketing items are needed to ensure that everyone at LSU knows how to navigate a large number of resources, especially because finding technology resources can be time-sensitive.  |