

AS Video/Photo Equipment

Grant Proposal

Overview

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Summary of proposal: The AS Visual Communications Office requests funds from the AS Equipment Reserve Funds to purchase the necessary equipment to support the entirety of AS visual content. Our current stock of equipment is not only in short supply, but in poor condition as well. Three offices share this supply and often cannot work on projects simultaneously.

Total fiscal impact: \$19,996 (highest level of funding)

Duration: One-time expense for long-lasting equipment

Information

Grant Objectives: AS office, programs and clubs continue to ask for support from the AS Visual Communications Office, VU Event Services and Tech Crew, and the AS Review when concerning video or photo services. These three offices share a single supply of visual equipment which is both limited and in poor condition. This grant will better support all three offices to produce more accessible, high quality visual content from the Associated Students.

Details: The grant will allow us to purchase new equipment. The AS Vis Comm Office has been asked to support many AS offices such as AS Productions and the Club Hub, as well as clubs like WWU Glee Club. In addition, the AS Review and the AS Vis Comm Office have branched out to support campus wide events such as the Fred Wilson art installation. VU Event Services and Tech Crew have aided this increased demand for visual services, but with all three offices sharing equipment our already short supply has become increasingly limiting. With more equipment all three offices of student employees can create more elaborate, accessible, and high-quality content for campus — with an emphasis on students and the AS — on a weekly basis. There are seven people regularly using the AS Vis Comm Office and its current stock of only two working cameras — one with some broken features. In addition, we are lacking in memory storage, sound equipment, lighting and more.

Fiscal Impact

Below you will find a link to an excel sheet that breaks down each piece of equipment, the cost, quantity, and priority. There are also different brands and models under “preferred”, “alternate”,



and “budget”. On this document the highest level of funding is listed with all the preferred equipment, the middle level of funding is with our alternates, and the lower level is with the budget level equipment. In addition, I’ve included a figure for approved funding for only the high priority equipment. Below each level of funding you’ll find an additional level including two years of warranty (\$500) and four years of warrant (\$1,000).

Highest level of funding (preferred equipment): \$19,996

With two years of additional warranty: \$20,496

With four years of additional warranty: \$20,996

Middle level of funding (with alternates filled in where it is cheaper): \$13,176

With two years of additional warranty: \$13,676

With four years of additional warranty: \$14,176

Lower level of funding (with budget and alternates applied where possible): \$11,469

With two years of additional warranty: \$11,969

With four years of additional warranty: \$12,469

Only the high priority equipment in its preferred form: \$16,271

With two years of additional warranty: \$16,771

With four years of additional warranty: \$17,271

Note that on this excel sheet there is an optional \$85 piece of equipment that can be subtracted from any of the levels of funding. [Here is the link](#). The password is “asgear”.

Justification

The AS and University continue to increase the use of photos and videos in marketing, communications, and student outreach. With the current supply of visual equipment for the Associated Students we are unable to advance our communications and engagement with students on a regular basis. With over 200 AS offices, programs, and clubs two cameras is not enough to support every event, marketing campaign, and accessibility need.

This equipment is baked into the daily tasks of seven AS and VU employees’ jobs. These seven employees capture photos of events and campus, engage students with visual storytelling, craft marketing videos that bring awareness to the AS, and more — they are crucial to student engagement with the AS and the University.

Accessibility in marketing plays a large role here. One example is access to events virtually. During virtual classes AS offices livestreamed events, such as live music at the Underground, to allow attendance from home. With increasing cases, many off-campus students, immunocompromised community members, and limits on event attendance livestreaming is still crucial to the success of some AS events and connection between students.



Gear Requests | AS Comms Photo

	Preferred	URL	Price	Alternate	URL	Price	Budget	URL	Price	Notes:
Orange: High priority										
Lighting:										
Light stands (x3)	Impact Air-Cushioned Light Stand (Black, 8') BH #MILS8AI • MFR #LS-8AI	https://www.impactusa.com/	\$25	Studio Essentials Value Light Stand (8.5') BH #STLS103 • MFR #LS103	https://www.studioessentials.com/	\$28	Impact 3 Light Stand Kit (6') BH #MILS6B3K (B&H Kit)	https://www.impactusa.com/	\$60	Budge option is 3 lights (\$20 ea)
Speedlights (x3)	Godox V1 Flash with Accessories Kit for Canon BH #GOV1CAK (B&H Kit)	https://www.godox.com/	\$255	Godox VING V860IIC TTL Li-Ion Flash Kit for Canon Cameras BH #GOV860IICNK • MFR #V860II F/CANON KIT	https://www.godox.com/	\$180	Yongnuo YN560-IV Speedlite	https://www.yongnuo.com/	\$85	Battery packs are needed for Godox flashes, rechargeable AAA best for Yongnuo.
Speedlight controler	Godox XProC TTL Wireless Flash Trigger for Canon Cameras BH #GOXPROC • MFR #XPROC	https://www.godox.com/	\$69				Yongnuo YN560-TX II Manual Flash Controller for Canon Cameras BH #YOYN560TXIIC • MFR #YN-560-TX II C	https://www.yongnuo.com/	\$45	Triggers are specific for speedlight brand. Hense no alt for Godox
Rotolight Controller (See video tab for Rotolight)	Rotolight Elinchrom EL-Skyport Transmitter Plus HS for Canon BH #RORLHSSTXC • MFR #RL-HSS-TX-C Interfit Foldable Octabox Softbox with Grid (48")	https://www.rotolight.com/	\$250							Only needed if we get the Rotolight in video section
50" Octabox w/grid	BH #INFSB48 • MFR #FSB48	https://www.impactusa.com/	\$110	GODOX 32x32inch /80x80cm Foldable Flash Softbox Kit	https://www.godox.com/	\$65				
3' Striplight	Interfit Foldable Strip Softbox with Grid (12 x 55")	https://www.interfit.com/	\$90	Godox Softbox with Bowens Speed Ring and Grid (19.7 x 51.2") BH #GOSBNBM50130 • MFR #SB-NBM 50130	https://www.godox.com/	\$40				
Large Softbox w/grid	Interfit Foldable Rectangular Softbox with Grid (32 x 48")	https://www.interfit.com/	\$100	Godox Softbox with Bowens Speed Ring and Grid (31.5 x 47.2")	https://www.godox.com/	\$60				
45" Umbrella	Impact Convertible Umbrella - White Satin with Removable Black Backing - 45" BH #IMU45BW • MFR #UBBW45	https://www.impactusa.com/	\$12							
60" Umrella	Impact Convertible Umbrella - White Satin with Removable Black Backing - 60" BH #IMU60BW • MFR #UBBW60	https://www.impactusa.com/	\$17							
Honeycomb grid	Rogue Photographic Design 3-in-1 Flash Grid with 3-Gel Starter Kit (Black Inserts) BH #ROGUEGRID2 • MFR #ROGUEGRID2	https://www.roguephoto.com/	\$40	Vello 1/4" Honeycomb Grid for Portable Flash BH #VEFD610 • MFR #FD-610	https://www.vello.com/	\$16				
Small softbox	Vello Softbox for Portable Flash (Ultra Wide, 8 x 16") BH #VEFD1430 • MFR #FD-1430	https://www.vello.com/	\$24							
5-in-1 reflector	Impact 5-in-1 Collapsible Oval Reflector with Solid Gold (42x72") BH #MCRK4272G • MFR #CRK-4272-G	https://www.impactusa.com/	\$72	Savage 5-in-1 Photo Reflector (36 x 48") BH #SARF513648 • MFR #RF5-13648	https://www.savagephoto.com/	\$41	Impact 5-in-1 Collapsible Circular Reflector Disc (42") BH #IMRS142 • MFR #R1142	https://www.impactusa.com/	\$38	
OPTIONAL: Light stand/reflector combo pack	Impact 22" 5-in-1 Reflector with Lightstand and Holder Kit BH #MCRK22K • MFR #CRK-22K	https://www.impactusa.com/	\$85							To be purchased as an addition to a larger reflector. This stand holds largereflectors that can't be easily handheld by the photographer
Swivel/tilt head for lightstand (x3)	Impact Deluxe Umbrella Mount with Adjustable Shoe BH #IMDUBAS • MFR #DUB-2	https://www.impactusa.com/	\$18							Only one option needed here (cheast option is good quality)
Bowens Mount (x3)	Godox S-Type Speedlite Bracket for Bowens BH #GOSZ1 • MFR #S	https://www.godox.com/	\$14							
Lens:										
70mm-20mm (x2)	Tamron SP 70-200mm f/2.8 Di VC USD G2 Lens for Canon EF BH #TA7020028SPC • MFR #AFA025C-700	https://www.tamron.com/	\$1,200				Canon EF 70-200mm f/4L USM Lens BH #CA702004LEF • MFR #2578A002	https://www.canon.com/	\$600	
Wide-angle zoom (x2)	Canon EF 16-35mm f/2.8L III USM Lens BH #CA163528LEF3 • MFR #0573C002	https://www.canon.com/	\$2,200	Sigma 18-35mm f/1.8 DC HSM Art Lens for Canon EF BH #SI183518DCC • MFR #210-101	https://www.sigma-global.com/	\$700				
100mm-400mm	Sigma 150-600mm f/5-6.3 DG OS HSM Contemporary Lens for Canon EF BH #SI1506005CC • MFR #745-101	https://www.sigma-global.com/	\$900							
24-70 f2.8	Canon EF 24-70mm f/2.8L II USM Lens BH #CA247028LII • MFR #5175B002	https://www.canon.com/	\$1,900	Tamron SP 24-70mm f/2.8 Di VC USD G2 Lens for Canon EF BH #TA2470C • MFR #AFA032C-700	https://www.tamron.com/	\$1,050				
Other:										

Memory card storage	Elephant Elite 26 SD Waterproof Hard Memory Card Case (Black Case /Black Foam) BH #ELSD26BB • MFR #ELSD26BB	https://www.	\$22	Pelican 0915 Memory Card Case for 12 SD, 6 miniSD, and 6 microSD Cards (Black) BH #PE915C12MSDC • MFR #009150-0100-110	https://www.i	\$25
Grey card (x3)	DGK Color Tools 18% Gray Card for Film and Digital Camera (8 x 10") BH #DG81018GCFDC • MFR #8X10	https://www.	\$8			
Tripod head	Manfrotto 496 Center Ball Head Kit with 200PL-PRO and 200PL Quick Release Plates BH #MA496RC2K (B&H Kit)	https://www.	\$130			
Camera bags (x2)	Manfrotto Advanced II FAST Backpack (Black) BH #MAMBMA2BPFM • MFR #MB MA2-BP-FM	https://www.	\$120			
Small camera bag	Case Logic SLRC-201 SLR Zoom Holster (Black) BH #CASLRC201 • MFR #SLRC-201	https://www.	\$30			