The Student Services Fee Advisory Board requires marketing resources to function effectively. This allocation ensures the Board has the resources necessary to hold communicate with the student population and complete the required task of allocating funds and overseeing project proposals in an open and transparent manner.

This allocation pays for:

- Marketing & branding expenses for the various SSF projects, raising awareness in the student community about this fee and how it is spent.
- Software required for the annual survey the Board uses to gauge the initiatives the students support. Departments submitting proposals for SSF projects can also utilize the survey tool.
- Maintenance and upgrades to the SSF website ensuring transparency regarding the distribution of SSF funds.
- Advertising costs to recruit Board members.

The Student Services Fee Reserve policy allows for an annual review of the SSF reserve fund. If excess reserve funds are available, allocations can be made to projects that align with the mission of the Student Services Fee program. This allocation was made in accordance with this policy and approved by the Office of the Provost.