



Services and Activities Fee Committee Agenda

March 8, 2019

1) Introductions & Attendance: 10:31am

- a) Alicia Decker, ASEWU Finance Vice President, Chair **(PRESENT)**
- b) Conner Irvin, Student-at-large **(LATE)**
- c) Angelina DeGrazia, Student-at-large **PRESENT (PRESENT – PHONE CALL)**
- d) Reilly Responde, Student-at-large, Vice Chair **(PRESENT)**
- e) Taylor Larsen, Student-at-large **(PRESENT)**
- f) Emily Wilson, Student-at-large **(PRESENT)**
- g) Samantha Armstrong, Student Accounting Office **(LATE)**
- h) Vanessa Delgado, Faculty – Multicultural Center **(PRESENT)**
- i) Brock Sieb, Student Life – Housing and Residential Life **(PRESENT)**
- j) Jacob Miller, Faculty – Treasury Analyst **(ABSENT)**
- k) Dante Tyler, ASEWU President – Ex-Officio **(ABSENT)**
- l) Angela Jones, VP Student Affairs – Ex-Officio **(ABSENT)**
- m) Toni Habegger, Chief Financial Officer– Ex-Officio **(ABSENT)**

2) Review and Approval of Minutes 3/1/19 (Voting Item)

- a) Brock so moved. Seconded. Motion passed 7-0-0

3) Funding Request Presentations

a) Easterner

- i) Digital initiative, every Monday an issue goes out which is published online. Trying to get stories on their site in real time while constantly updating the students by uploading the print issue ASAP online. Changes have resulted in strong online engagement and more student interest in physical prints. Creating more podcasts and videos, sit-down interview with Jacob Davidson (EWU Men's Basketball) player (3 podcasts,

- working on the 4th). Recognized at neighborhood fest as the most engaged, becoming more synonymous with EWU by following strict initiatives that align the product with the students. Recruits VCD, Elem ED, not just journalism majors. Professional expectations for a newsroom so students can see if they want to do this for a job in the future (test drive). Strive to become more synonymous with EWU in specifically the print product, website has changed to better involve students.
- ii) Trainings over the summers allowed for strategic initiatives to come forth and impact the way they market their product to the students. Rely on top editors to go to these trainings and bring back the best practices for a print team in all aspects. Been putting a lot of focus into social media in order to give their target market the information and stories they want through the medium that students use. Website updated daily so readers know to expect new content every day, stories over various platforms targeting students at all platforms. Overall engagement of social media has increased.
 - iii) Increasingly difficult to get people to read the paper is difficult, using the website and social media to supplement the stories in the paper. Pickup rates have doubled since 2018 more people are starting to read the product. Partnership with Alpha Kappa Psi will be a third party that is contracted to advertise with a 15% return. New sources of revenue, they want a calendar to make to give out to new students by fall will make money off the top half of the calendar (may bring in 4-6\$K). Doing the best with the money that is given (has cut staff from 35 to 25). Keeps a historical record of everything that is done, works with archives to get them recorded in history. Whitworth moved to a digital print that was 87% reduction in revenue.
 - iv) The easterner is trying to connect everywhere on campus with programs, contracting with the AKP is just the first step. Advertising staff is 4 people, with outsourcing might cut one position.
 - v) **Alicia: “What do you do with the papers that are not picked up?”**
(1) We recycle them or send them to the archives.
 - vi) **Sam: “Talk to us a little bit about has the model as having a Director and how it is worth the money spent on it.”**

(1) Started out as very independent and was chaotic before having a Director stepped into the position. Having the oversight from someone who knows what they're doing is essential. Improved a lot this year and wouldn't be able to make the changes that they have done without the Director position leading properly.

vii) Taylor: "How hard is it to fill a position once it's open?"

(1) A news editor step down, moved staff around to fill the position. Recruits through Journalism 100 because students are required to write an article once a week. Had 3 reporters step down total, was able to fill them within a couple weeks.

viii) Connor: "Do you have any alumni engagement?"

(1) We were able to go to Spokane to visit with an alumni in the Spokesperson. He gave advice on five separate issues, wanted him to come in during the winter, specifically during layout night, to critique and give advice to better the print.

b) ASEWU

i) Q1: Point system, is this the most beneficial to the most amount of student organizations? What would be involved in changing it?

(1) Point system has been revamped to better allow new organizations to start up.

ii) Moved into 3 days of elections, could get by with the same allocation with \$7,500. Stoles only go to the people who are graduating.

iii) Next quarter planning on doing law day (May 1st) have a photo booth with judge costumes, themed freedom of press & speech, Spokane BAR association will be coming into speak to students.

4) Discussion of funding levels

5) Questions for Athletics:

a) We want to see a 3 year breakdown for fundraising efforts

6) Adjournment Time: 1:03pm