



TO: Services and Activities Fee Committee
FROM: Jason Randles, CRU
DATE: January 9, 2015
SUBJECT: Request for Services and Activities Funding 2014-2015
(for the 2015-2016 Academic Year)

Your meeting is scheduled for:

Location:

The following questions should be answered in narrative format and submitted along with the S&A Excel spreadsheet to the Services and Activities Fee Committee by January 9, 2015. You may EMAIL them to emaiani@ewu.edu or deliver them in hard copy to the Student Affairs Office in SHW 129.

These questions will provide the basic information necessary for the S&A Committee to evaluate the request for funding. All questions should be answered to the best of your ability and as completely as possible. Please answer each question individually. Programs may also submit an additional narrative outlining their proposal as well as any materials which will assist the Committee in its deliberations.

Budget Questions

1. Please provide an explanation of how the program plans to spend the budget in each line item of the Budget Request Form (Excel spreadsheet), including an explanation of increases or decreases from the previous year's request. Items that are vague, such as "contract services" should be clearly explained.

Compensation (provide explanation for each type): None

Personal Service Contracts: None

Other Contract Services: None

Travel: None

Supplies: Water bottles, t shirts, sweatshirts, flyers, books, wristbands (i.e. promotional materials).

All promotional materials that are paid for by student dollars will be given away free of charge to any and all students who express interest in said items. These are simply “swag” items that will be used to promote and raise awareness of Cru here at EWU. The majority of these giveaways will happen at the Cru weekly meetings and tabling events around campus. The weekly meetings, averaging between 180-300 students, are the face of Cru on campus. The following are the items we are requesting funding for:

Water Bottles - EWU Cru aluminum water bottles are given to each new student that comes to the weekly meeting of Cru. The water bottles are used simply as a promotional item, with the words “Cru EASTERN” printed on the side.

T – Shirts and/or Sweatshirts - Simple shirts/sweatshirts with “Cru EASTERN” are available to students, and have become popular across campus.

Latino Ministry Sweatshirts- Simple sweatshirts with the word “Destino” (Spanish for Destiny) and the red white and green of the Mexican flag showing through the text has been a tremendous marketing piece to help engage more latinos on campus, and would rapidly increase word of mouth advertising within more diverse populations here on campus.

<u>Item Description</u>	<u>Unit Price</u>	<u>Quantity</u>	<u>Total Cost</u>
Water Bottles	3.00	1000	3,000.00
T-shirts/Sweatshirt	15.00	200.00	3,000.00
Flyers/Advertisement	2.50	2,500.00	2,500.00
Total S&A Request			<u>\$ 8,500.00</u>

Equipment: None

Other: None

2. How many students utilize the services and activities provided by your program? Describe how statistics are obtained and provide demographics on graduate, undergraduate, male, female or other categories you believe important and relevant to your unit.

Cru refers to the number of student contacted per week as a cycle. Average students contacted per cycle this year has been 360. This number is achieved through weekly meetings (180-240), Athletes in Action (AIA, 30-60), small/focus groups (60-70), and one-on-one meetings (30-50). These numbers have been through a head count system and can fluctuate due to holidays or special events.

Graduate to Undergraduate, Cru estimates a rough 5-95%.

Male to female, Cru estimates a rough 40-60% ratio, although numbers can fluctuate.

Class distribution, Cru estimates a rough 27-30-23-20% spread over freshman, sophomores, juniors, and seniors, respectively.

3. Does your program provide employment opportunities for students? Please explain the nature of student employment within your unit, including total FTE and number of students employed.

No. Cru is a completely volunteer based organization. We have 9 full time staff that are funded through personal donations that they are solely responsible for securing, as well as 3 interns and 1 part-time staff who follow the same funding pattern. All student participation is voluntary

4. How do you gauge the effectiveness of the services and activities you provide to students? Is student input collected and used in this process? If your unit has an advisory committee, in what capacity is it involved in your budgeting process?

The primary metric we use to establish the effectiveness of our services is direct and indirect feedback from students and faculty. Personal testimony is readily available upon request.

5. How do you ensure that student fees do not subsidize non-student uses? If previous requests have included statistical analysis on this point, please provide similar analysis using this year's demographics.

All events (Aside from retreats, however, students register on campus) are operated on campus so that the main target audience is students. In terms of withholding items and materials from non-EWU students, we have all materials monitored at booths and different distribution locations across campus that are staffed. The staff receives specific instruction to only distribute materials to students.

6. Have alternative (non-S&A Fee) funding sources been pursued to the fullest possible extent? If yes, please elaborate. To what extent does your unit rely on earned income? How much of that revenue is obtained directly from students?

Yes. Cru has traditionally been funded solely through personal donations made from past alumni, friends, affiliates, and concerned individuals. However, over the course of the last few years, Cru has been growing at a rate that cannot be supported by these traditional means of funding. It is our hope to secure alternative sources of funding in order to facilitate continued growth in our organization. Currently, Cru is funded entirely off “earned” income and last year’s allotted budget from S&A. Student fees are never collected. Membership dues are never charged. Every Cru event is open to all students and is free of charge.

7. Are there any long term obligations associated with this funding request?

No. All expenses listed will be incurred during the next fiscal year.

8. Was your 2014-2015 S&A Fee allotment increased, decreased or unchanged from the 2013-2014 amount? What was the overall impact on your organization and its ability to serve students? How closely are your actual expenditures aligning with the budget presented to last year’s Committee?

Cru received funds for the first time from the S&A Committee last year. The total amount received was \$7,900. The funds received helped us advertise more strategically and frequently during the first 2 weeks on campus. From that, we saw a greater diversity and widespread living groups in attendance. The money spent on flyers was greater than anticipated so we’ve decreased the amount allotted to other promotional materials.

9. What is the impact to service students if your request is not funded or lowered?

If we are not funded, we will not be able to communicate with students at the level we have this past year. Every year we work hard to advertise our club so that freshmen will know that our club exists on campus. If we do not have the funds, we will be unable to get in front of these freshmen to give them an opportunity to be involved and feel involved in our organization and campus.

10. What are three new initiatives for future years?

1. Increase diversity within our members. i.e. we want to be the “basket” that provides an opportunity for every student at EWU be apart of a club or organization. We strongly encourage participation and involvement on campus.

2. Increased live-on rates. We focus a lot of attention on encouraging sophomores and juniors to move back into the dorms. The more connected students are, the better the overall retention rates, which equates to a better overall experience in higher education. If students move back into the dorms, they can help mentor incoming students and provide a unique perspective and special advice because they encountered a lot of the same/typical problems in their recent past.

3. Increased participation at sporting events. Main goal would be increasing Eagle pride and attendance at basketball games.

4. To increase awareness about opportunities to get involved on campus among freshman in the fall. Right now we are actively involved with dorm move-ins, neighbor weekend, first step, ASEWU, Greek Life, and much more. We want incoming students to not only know about what Cru is, but we also want them to know about what resources we can provide.



**Services and Activities
Fee Committee**

2015-2016 Budget Request Form (Services and Activities Fee Funding Only)

Program Name (Budget Number):

Note: this worksheet is for Services and Activities Fee budget only, if your program receives funding from other sources you must also complete the Total Budget form on the next tab of this worksheet.

Services and Activities Fee Budget Request	2012-2013 Budget	2012-2013 Actual	2012-2013 Budget vs. Actual	2013-2014 Budget	2013-2014 Actual	2013-2014 Budget vs. Actual	Current Year Budget 2014-2015	2015-2016 Request	Increase/(Decrease) Current Year Request to Prior Year Budget
Services and Activities Fee Revenue (510)	-	-	-	-	-	-	-	-	-
EXPENSES									
Compensation									
Classified (631)	-	-	-	-	-	-	-	-	-
Administrative Exempt (610)	-	-	-	-	-	-	-	-	-
Graduate Student Appointment (624)	-	-	-	-	-	-	-	-	-
Temp/Hourly Student Wages (660)	-	-	-	-	-	-	-	-	-
Taxes and Benefits	-	-	-	-	-	-	-	-	-
Total Compensation	-	-	-	-	-	-	-	-	-
Operations/Direct Expense(700)									
Personal Service Contracts	-	-	-	-	-	-	-	-	-
Other Contract Services	-	-	-	-	-	-	-	-	-
Travel	-	-	-	-	-	-	-	-	-
Supplies	-	-	-	-	-	-	7,900	8,500	600
Equipment	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-
Total Operations	-	-	-	-	-	-	7,900	8,500	600
Total Expenses	-	-	-	-	-	-	7,900	8,500	600
Operating Budget Surplus (Deficit)	-	-	-	-	-	-	(7,900)	(8,500)	(600)
Unexpended and Returned to S&A Fund									

Instructions:

If your program has received S&A funding in the prior year the request that was submitted last year will be sent to you as a reference upon your request.

If this is the first time your program has requested S&A funding the historical information should be left blank.

If you need additional information contact Emily Maiani at emaiani@ewu.edu