

Easterner

Nicole
Stimson



TO:

FROM: Services and Activities Fee Committee

DATE:

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 answered in narrative format and submitted along with the S&A Excel spreadsheet to the Services and Activities Fee Committee by January 9, 2015. EMAIL them or deliver them in hard copy to SHW 129.

These questions will provide the basic information necessary for the Committee to evaluate the programs 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 that 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 SAF Allocation Budget Request Form, including an explanation of increases or decreases from the previous year's request. Items that are vague, such as "contact services" should be clearly explained.*

Line 23 (temp/hourly student wages):

For the 2014-2015 school year, The Board of Student Publication approved a total salary budget of \$100,000 in student wages. For 2015-2016, our budget request will be \$130,000 in student wages. The increase reflects several factors:

- An increase in the total EWU student population increases the total number of students interested in pursuing journalism, public relations, English, business administration, leadership, visual communication design, technical communication, and creative writing studies and participating on the student newspaper staff. In the last three years, we have had student employees from diverse educational backgrounds, not just journalism majors.
- On Jan. 1, 2015, the minimum wage in Washington State increased to \$9.47 per hour. This was a 13-cent per hour increase.
- As EWU tuition levels increase, students are under more pressure to graduate on time. Fewer student journalists are willing to extend their academic schedule over five or six years in order to volunteer extra time to produce the student newspaper. This was not an uncommon practice for student editors in the past. It's no longer feasible or appropriate.
- EWU student employment has become stricter about enforcing legal restrictions on student hours. Students should no longer be encouraged to volunteer extra hours in order to meet newspaper deadlines and production needs. It isn't beneficial for the newspaper product, the student's wellbeing or the suffering of student's grades.
- This year's staffing reflects a change in the expectations for student workers. In the past, as recent as last year, students were asked to write two stories per week within 9 hours. In some cases, students would volunteer for more stories than the two-count minimum. The demand for more thoughtful, timely news for the EWU campus and the Cheney community comes with our growing media presence and our readership's desire to know what's going on in the community. This takes time, effort and perseverance from Easterner employees.

Our expectations last year of two stories per 9 hours, including editing, and writing three, or even four, articles on a volunteer basis from student journalists is unfair and unreasonable. We were paying students a rate of two stories at 9 hours within our budget, when in actuality, they were producing more stories than we could pay them for.

As a result, we need more writers to put in more hours to get the same number of stories. Our story count has increased this year due to stories going strictly online, and the cost of producing stories has increased. However, the overall increase in story quality throughout the paper has been significant. Our online redesign of the website has helped our readership.

We've hired an online editor to handle our new website, social media, online analytics and business reports. This is the direction of news on the web and we must pursue this media in order to remain relevant to our readership. We also must pursue opportunities

for students to practice multiple skills to be relevant to the job market after they graduate from EWU.

Line 27:

We've budgeted \$1,000 for personal service contracts to professionals who can provide training in specialized areas.

Line 28:

We've budgeted \$40,000 for printing costs. This number varies based on the number of pages in each issue and whether those pages are printed in black and white or color. In addition, we plan to add at least one special section next year to increase advertising revenue. We recently had a two-part special section on EWU Homecoming, which helped with advertising sales and our readership.

Line 29:

We budgeted \$30,000 for travel. We will take students on a minimum of two trips per year for training at national and regional student journalism conferences and use the rest of the funding for travel for sports coverage as needed. Journalism conferences are beneficial for college students in understanding journalism trends, competitive endeavors in the job market, and networking to make students more hireable after they graduate.

Line 30:

We budgeted \$5,000 for supplies. As we continue to upgrade and innovate the newsroom to match industry trends, our needs for books, videos and other supplies will continue. The Associated Press Stylebook, our official stylebook at The Easterner and in newsrooms around the country, is updated yearly.

Line 31:

We budgeted \$10,000 for equipment. We annually need to replace outdated computers, cameras and other multimedia equipment.

Line 32:

We budgeted \$5,000 in the other category. This category includes phone, postage, repairs and other business costs not covered in previous categories.

- 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.*

that has had about 22,329 page views since late August. Our social media presence has grown significantly as well, with over 670 followers on Twitter. These readers receive news and information related to the Eastern Washington University campus community.

We serve the campus with news and information relevant to this community. We provide a chronicle of campus life. The Easterner provides a forum for community members to discuss and debate ideas of significance to this campus. It raises topics that have the potential to positively influence the campus and promote the common good. The Easterner serves as a watchdog that alerts the campus when a problem needs to be fixed. The Easterner gives groups coverage of their events and offers an avenue for students to express themselves through letters to the editors and suggestions or story ideas.

The Easterner provides a journalism learning laboratory where the next generation of journalists can not only study the role of journalism but actually practice it in a real newsroom. We provide opportunities for job shadowing for budding writers and hands-on journalism experience for writers, editors, page designers, copy editors, photographers, graphic artists, multimedia editors and advertising representatives.

- 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.*

We presently employ 30 students in the newsroom, as well as our advertising department. We are a student-run newspaper. All of the writing, editing, layout, distribution, advertisements and art (photos, graphics and cartoons) is performed by students.

- 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 Easterner has been nationally recognized twice in 2012, placing in the Top Ten Best of Show in the category for four-year, weekly student newspapers. This recognition occurred at the National Journalism Convention of the Associated Collegiate Press in Los Angeles in March 2011 and at the National College Media Convention of the Associated Collegiate Press and the College Media Association in Orlando, Fla., in October 2011.

The staff distributes 3,000 newspapers weekly. An additional 22,329 page hits have been recorded on the newspaper's new online site since late August. The Easterner advertising department has calculated close to \$10,000 in revenue since January 2015.

The Board of Student Publications, which was established by the university Board of Trustees, works with the editor and business manager to establish budgets and financial business goals of the newspaper. The bylaws for the student newspaper directs the Board of Student Publications to annually submit a budget to the S&A fee committee detailing the S&A fees required to support The Easterner. The EWU Board of Trustees directs the S&A Fee Committee to allocate adequate S&A fees to The Easterner, taking into account

the policies expressed in the statement of policy and the need to maintain for the benefit of the EWU community a consistently high-quality student newspaper. The Board of Trustees retains the final authority concerning allocation of S&A fees to The Easterner in the event agreement cannot be reached between the Board of Student Publications and the S&A Fee Committee.

In addition, the Board of Student Publications hires both the editor-in-chief and the advertising manager of The Easterner and sets general policies concerning The Easterner.

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.*

As stated above, 100 percent of the salary budget goes to pay student salaries.

The student newspaper and its website may be read by anyone, including students, staff, faculty, administration, parents, alumni and others. That's an appropriate use of the student newspaper and its online site.

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?*

We have an advertising department that we project will generate \$40,000 in advertising sales this year. This year, our advertising department was able to start posting ads on our website, a first for the newspaper. In addition, we are currently working with an advertising consultant to examine ways to increase the training and the effectiveness of our advertising department. The consultant will make recommendations for ways to increase our advertising revenue in the future as we learn to post advertisement on our website, therefore increasing our advertising sales and audience presence.

This revenue will be generated from sales to local, regional and national businesses, non-profit groups, government agencies and universities.

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

No. There are no long-term obligations associated with this budget request.

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

The 2014-2015 S&A fee allotment was decreased from the 2013-2014 budget. The newspaper budget was increased by advertising revenue and by the carry-forward of student-generated revenue from the previous year.

The Board of Student Publications approved increasing the total budget amount for salaries to \$100,000 for 2014-2015 for the reasons outlined above. The impact on the Easterner was significant in regards to the wages we were able to earn, the voluntary, unpaid basis many of the staff members worked, and the ability to produce a quality newspaper product that would suffice with our audience, without deteriorating our mission.

Annually, the Easterner's total budget reflects the uncertainty related to total advertising revenue and the prospect of student-generated revenue being carried forward from the previous year.

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

The community service role of the student newspaper and its website will be hindered if The Easterner has fewer staff members and other resources for covering the campus community. The educational opportunities for students will be limited if fewer students may be hired as student journalists for The Easterner. Lowering the funding will negatively impact students and their ability to learn through limited use of equipment, lack of team building activities, little networking opportunities and an overall lack of experience they would typically gain to better themselves in the job market.

10. *What are three new initiatives for future years?*

- a. Develop a multimedia workflow that is more efficient and effective and develop a stronger web presence with more effective workflows and practices.
- b. Hire more writers to better inform the student body, faculty and community; compensate student employees for the time they work, and maintain productivity expectations that meet both the newspaper's needs and the students' academic goals.
- c. Improve training and support for students working on the advertising side of The Easterner.

Easterner Budget Proposal

2014-2015

Operating Budget Request	2012-2013 Actual	2013-2014 Request	2013-2014 Adjusted	2014-2015 Request	2014-2015 Adjusted	2015-2016 Request
Revenues						
Advertising Sales	43,352	40,000	23,741	40,000	0	40,000
S&A Activities Fee	153,000	153,000	115,186	175,000	130,000	175,000
Carry Forward	37,814	25,000	37,978	0	0	0
Total Revenue	234,166	218,000	176,905	215,000	170,000	215,000
Expenses						
Administrative Exempt (610)				25,000	25,000	25,000
Temp/Hourly Student Wages	106,374	120,000	105,000	110,000	100,000	130,000
Total Compensation	106,374	120,000	105,000	135,000	100,000	155,000
Operations/Direct Expenses						
Contracts	0	3,000		500	0	
Printing	35,944	40,000	35,000	40,000	35,000	40,000
Travel	19,721	20,000	15,541	20,000	20,000	30,000
Supplies	4,411	5,000	5,000	5,000	5,000	5,000
Equipment	16,285	10,000	10,000	10,000	1,000	10,000
Other/Reserve	4,825	20,000	6,364	5,000	0	5,000
Total Operations	81,186	98,000	71,905	80,500	70,000	90,000
Total Expenses	187,560	218,000	176,905	215,500	170,000	245,000
Budget Surplus (Deficit)	46,606	0	0	0	0	0



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2015-2016 Total Budget Form - All Sources Combined

Program Name (Budget Number):
 Note: All of the funding for your program comes from services and activities fees. This worksheet does not need to be completed.

	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 Proposed Budget	Increase/Decrease from prior year budget
Operating Budget Request									
REVENUES									
Earned Income (550)	-	-	-	-	-	-	-	-	-
State Support	-	-	-	-	-	-	-	-	-
Foundation	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-
Services and Activities Fee Revenue (\$10)	-	-	-	-	-	-	-	-	-
Total Revenue	-	-	-	-	-	-	-	-	-
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	-	-	-	-	-	-	-	-	-
Equipment	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-
Total Operations	-	-	-	-	-	-	-	-	-
Total Expenses	-	-	-	-	-	-	-	-	-
Operating Budget Surplus (Deficit)	-	-	-	-	-	-	-	-	-