

Miller, Judith

From: Eastern Washington University
Sent: Tuesday, February 15, 2022 6:04 AM
To: Miller, Judith
Subject: New S&A Funding Request Submission
Attachments: FY23-Budget-Request-Spreadsheet-Easterner-FINAL.xls

Follow Up Flag: Follow up
Flag Status: Flagged

New S&A Funding Request received!

Requesting Organization
The Easterner
Requester's Contact Information
Name
Jeff Bunch
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(509) 270-0119
Email
jbunch@ewu.edu
Mailing Address
EWU, c/o PUB Desk, 206 PUB Building, Washington Cheney United States Map It
Budget Request and History
Attach Budget Request Spreadsheet (found at top of form)
<ul style="list-style-type: none">FY23-Budget-Request-Spreadsheet-Easterner-FINAL.xls
Please select which represents your request best?
FY23 Budget Request
Please provide a summary of your dept/prog/unit.
<p>The Easterner is the student-run publication and website for EWU news. Students employed by The Easterner provide a valuable service to the community and campus and in return practice the fundamentals of journalism while also earning a small stipend. Operation has continued throughout COVID-19, although printing was suspended. The Easterner has been fully online since March 2020.</p> <p>Our main source of information is: https://theeasterner.org, which had nearly 60,000 page views in the last 12 months, with 37,000 users (nearly all of which were new users to website this year).</p> <p>We also engage on: Facebook (1900 followers), Twitter (1400 followers), Instagram (978 followers), and made our first efforts into podcasting during COVID-Omicron and a hybrid environment.</p>
How does your dept/prog/unit plan to spend the awarded funds.
S&A funds go directly toward the expense of publishing (online only) and paying our staff. Funds are also used for operational supplies (computer leases). We have implemented significant budget cuts over the past several years, which greatly lessened our impact on the S&A fund. This budget holds the line on the minimum viable expenses to pay student wages and basic digital operating costs. The director position will be funded out of Student Affairs for this budget cycle; this budget is right-sized.

Did your dept/prog/unit receive funds in FY22?

Yes

If you answered yes to the previous question, please submit the total amount received.

\$45,000

Salaries, Benefits, & Wages

Does your request include any staff salaries/benefits, and/or student wages?

Yes

How many UNDERGRADUATE student employees are being supported by S&A funding?

10

How many GRADUATE student employees are being supported by S&A funding?

0

How many CLASSIFIED staff are being supported by S&A funding?

0

How many ADMINISTRATIVE staff are being supported by S&A funding?

0

How many FACULTY staff are being supported by S&A funding?

0

Please confirm that you have budgeted for all salary increases, according to the Budget Assumptions outlined, and that number will be included in your direct expense figure when you build your budget

- Yes

Impact From Funding

How does your dept/prog/unit collaborate with other departments, programs, units?

The Easterner is a conduit between crucial audiences: students, staff, faculty and the greater Cheney community. However, its focus is on what issues affect students. In order to tell its stories, reporters and editors thoughtfully reach out to fellow students, faculty members, and departments across campus to tell their stories. Examples include: ASEWU (e.g. elections), Athletics, Theater, academic departments and student activities. The results are stories that connect EWU.

How does your dept/prog/unit collaborate with outside stakeholders?

Reporters routinely interview local business owners and community members. In this crucial time, with so many issues affecting our students, The Easterner collaborates with political entities, public health officials, businesses, and elected student and community leaders to better inform the students and give voice to them on a platform that expresses the students' unique viewpoint at EWU, such as helping to communicate about the investigation of a student assault on campus:

David May on Twitter

"Thank you @_TheEasterner for covering these important topics and telling these stories. <https://t.co/AArzKyVavB>"

How does your dept/prog/unit contribute to the local/regional community?

The Easterner is a respected news source in the community, including having its stories serving as the source for mainstream media sources. These stories are often picked up by local and regional media, such as:

Guide to encountering different opinions on campus - The Easterner

https://www.khq.com/news/white-supremacist-flyers-propaganda-found-on-ewu-campus/article_28c4e240-0cd8-11eb-acbe-77c86067b9d1.html

White Supremacist Flyers & Propaganda Found on EWU Campus | News | khq.com

<https://twitter.com/ewupresident/status/1457837758827823104?s=20&t=fC-FwtCyKcpl78Btg6pziw>

What impact(s) does this dept/prog/unit have on campus? Briefly describe the need for your dept/prog/unit. How does your dept/prog/unit support the mission and/or goals of EWU?

The operation of a fully independent publication and news website run by students for students, in a time when the freedom of the press is being threatened, cannot be overstated. The Easterner addresses crucial societal and lifestyle issues for EWU students in every aspect of their lives - representing a wide range of diverse voices. It also covers issue of import to the student

audience:

ASEWU President Terminated - The Easterner
<https://theeasterner.org/49866/community/49866/>

Recent Top Stories

- Police Beat: Scents set off the fire alarm at Pierce....again.
- Omicron COVID-19 variant hits EWU
- What is with the small schoolhouse on campus?
- Electronic devices help and hinder student learning
- Should the university provide students with more free parking lots and a shorter walk?

How does your dept/prog/unit assesses the effectiveness of your programs/services and how is it tracked?

First and foremost, the student staff (reporters, editors and leadership) hold themselves to professional standards. The Easterner is dedicated to accurate, balanced, informative and public-service reporting for the EWU students and those who interact with them. Quality is what matters and all feedback is welcomed. We rely upon standard web and social media analytics, as well as qualitative feedback to assure we are meeting the needs of the diverse campus audiences.

Financial Responsibility

What are the top funding priorities for your dept/prog/unit and is any of this funding for contracts, if so how much?

First and foremost is the funding of up to 10 student stipends for the 2022-23 year. These positions range from Editors to Reporters to Photographers. There will not be an Easterner Director paid through these funds.

The Easterner has to sign annual website maintenance contracts to publish online. It no longer prints, which was our biggest expense, and is fully digital. The other obligations are for annual services such as professional memberships and leases for two iMacs to replace older computers.

The Director works closely with Student Accounting to estimate its budgets, pay only minimally necessary expenses, and return any savings back to the S&A fund. This has been a high priority since the onset of COVID in 2020, when print was suspended. In addition to travel, all training was eliminated and staffing was reduced by half due to COVID.

S&A fees go directly toward the production of the student newspaper by students. The students take their financial stewardship very responsibly and all expenses are cleared by the Director.

How does your dept/prog/unit track and manage your budgets to ensure financial sustainability?

We work with our assigned representative in Student Accounting, partners in IT, and our Director has regular touch-bases with our Associate VP. In this current year, the Director was furloughed for two months to ensure the minimal amount of funds were available to be pay stipends for student employees through 2021-22. Reporting is real-time and there are virtually no outside expenses.

How will you ensure that student fees do not subsidize non-student use?

Our technology is locked in a student-run media lab which can only be accessed by identity cards. Staff are required to be registered as students for each quarter and maintain an ongoing GPA. We have finished with surplus funds in the past two budget cycles, but this year's budget is a skeleton.

Engagement

Please share the number of STUDENTS your dept/prog/unit serves annually.

3,000

Please share the number of FACULTY your dept/prog/unit serves annually.

250

Please share the number of STAFF your dept/prog/unit serves annually.

250

Please share the number of ALUMNI your dept/prog/unit serves annually.

100

Please share the number of OUTSIDE STAKEHOLDERS your dept/prog/unit serves annually.

100


Any additional information or considerations you would like the S&A Committee to have:

Editor's Letter to the Committee:

The last two school years have been an uphill climb for any organization on campus. Some organizations have handled COVID-19 and the issues it brings to a healthy work environment. We at the Easterner have done an amazing job in the past 20 months in keeping our organization afloat despite setbacks. For decades, The Easterner provided the student body with a weekly issue, focused on EWU and the surrounding community. We have since moved our operations entirely online, first due to COVID-19, secondly due to budget setbacks. Our staff size is a shell of what it once was when I applied to work for the Easterner in Sept. of 2019. Yet, despite all of that adversity, our staff has done a great job in putting out stories on a weekly basis still. Even when many contacts will refuse to interview in-person, or even refuse at all. We still manage to release fresh content weekly, that concerns the student body and the EWU campus environment. We at the Easterner are hoping to expand the size of the staff over the next month, to allow us to cover the same amount of content before the arrival of COVID-19. This staff needs an opportunity to grow and flourish in this post-pandemic limbo stage we all are in at the moment.

Sincerely,
Randle B. Kinswa

Acknowledgment

 I confirm that the details included in this budget request are accurate to the best of my knowledge and are fully aware of S&A Fee regulations.