

Instructional Related Activities
Report Form

313/314

SPONSOR	DEPARTMENT
Genevieve Evans Taylor	Associated Students Incorporated

ACTIVITY TITLE	DATE (S) OF ACTIVITY
CI View newspaper, Nautical yearbook, and Campus Readership program	Fall 2010 and Spring 2011

PLEASE EXPLAIN (1) DESCRIPTION OF ACTIVITY; (2) HOW DID THE ACTIVITY RELATE TO A COURSE(S); AND (3) WHAT YOU LEARNED FROM THE PROCESS.

Overview of Request: Last year, due to state-wide enrollment reduction mandates, the CI Associated Students experienced a great financial challenge. As you may recall, a student referendum in fall 2006 supported an increase in the student center fee which allowed for the design and construction of the Student Union. When the referendum was passed, the projected enrollment for 2010 was approximately 1,000 students more than the actual "flat" enrollment. Based on those enrollment growth projections, ASI in good faith projected an income that was approximately \$320,000 higher than the actual income. With the opening of the Student Union and its associated bond payment and operation expenses, money was extremely tight last year. In order to fund the Student Union and maintain a balanced budget for 2010/11 the following drastic measures were taken by the ASI Board (compared to the 2009/2010 approved budget):

- MWGSC and Student Affairs office budgets were reduced by 100% (\$153,820).
- ASI Board budget request was reduced by 94% (\$15,000).
- Clubs and organizations budgets were reduced by 30% (\$3,500).
- ASI Administration budget was reduced by 4% (\$10,624).
- *The Nautical* yearbook budget was reduced by 9% (\$2,034).
- The *CI View* student newspaper budget was reduced by 11% (\$3,000).
- The Board assumed that 50% of the *CI View* and *Nautical* funding to come as a result of a direct allocation from IRA.
- Student Government budget was reduced by 23% (\$17,833).
- Student Programming Board budget was reduced by 21% (\$19,700).
- Total reduction listed above - \$225,511 which represented approximately 1/3rd of the total budget outside of the Student Union operations and debt service costs.

Because of severe shortfall, Jeremy Booker (2009/10 ASI Chair), Jonathan Neira (2010/11 ASI Chair) and I submitted a request to President Rush to provide financial support of \$10,300 for *The Nautical* yearbook and \$12,310 for the *CI View* newspaper from IRA funds. This support was granted and gratefully received.

The CI View: As stated on the CI website "*The CI View* serves to keep Cal State Channel Islands students updated on the news and happenings of a growing and dynamic university. We do our best to inform students about the new majors, buildings, programs and departments that seem

be developing each and every day. In addition, we are dedicated to bringing local and community news to the CI campus. We also provide students with a forum to voice their own opinions, own ideas, and own suggestions to keep CI a university that maintains a student-based focus."

CI View Student Leadership: Over this past year, the following students were actively involved in the writing, designing, marketing, publication, and/or distribution of *The CI View* student newspaper:

- Chris Carroll
- Erin Leavitt
- Jared Rosenthal
- Allie Woerner
- Nick Crowe
- Nick Stern
- Mackenzie Garcia
- Luke Cromwell
- Emily Marciel
- Gianina LoCelso
- Emily Balkind
- Nick Rester
- Shira Moskowitz

The following details the *publication schedule* for 2010/11:

- September – 1500 printed
- October - 1500 printed
- November - 1500 printed
- Orientation - 1200 printed
- Online – 6 publications in the Spring

The *IRA funds* totaling \$12,300 were used for newspaper publication (\$1,435), phone (\$90), and student salaries (\$10,795) for the Editor-in-Chief, Managing Editor and Graphics Editor.

Learning Outcomes: As a result of participating in the creation of a campus newspaper, students:

- Developed, proposed, and maintained a budget totaling over \$24,000
- Managed organizational meetings
- Wrote, edited, and published articles
- Practiced interview and research skills
- Published and distributed a student newspaper
- Utilized graphic software
- Managed a student staff
- Implemented marketing strategies (both in print and online)
- Met with business professionals and sold advertising space

The Nautical Yearbook: As stated on *The Nautical* website "*The Nautical* yearbook is a collaborative student project that incorporates many different parts of campus. *The Nautical* is a student run publication that captures the ever changing and growing CI community. It is student run, student designed, and student approved."

Nautical Student Leadership: Over this past year, the following students were actively involved in the writing, designing, marketing and publication of *The Nautical* yearbook:

- Alyssa Leland
- Genevieve (Aline) LaTurner
- Tanya Yancheson
- Elysse Farnell

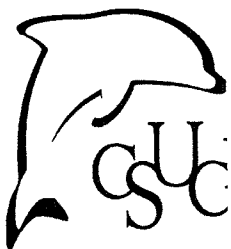
The *IRA funds* totaling \$10,300 were used for printing (\$4,151), marketing (\$114), and student salaries (\$6,035) for the Editor-in-Chief and Assistant Editor positions.

Learning Outcomes: As a result of participating in the creation of the yearbook, students:

- Developed, proposed, and maintained a budget totaling over \$20,000
- Managed organizational meetings
- Wrote, edited, and published articles
- Practiced interview and research skills
- Worked with professional publishing company in the printing of the yearbooks
- Utilized graphic software
- Managed a student staff
- Implemented marketing strategies (both in print and online)

In addition to the funds requested above, **Student Government** also requested for IRA funds to financially support the campus readership program which provided the campus with the following newspapers: The New York Times, USA Today and the Ventura County Star. The cost for this program totaled \$11,760.

E-mail to the Dean's Office
30 days after activity



Instructionally Related Activities Funds (IRA)
2010-2011 Academic Year

Budget Request & Program Set-Up

Date: August 17, 2010
To: Accounting & Budget
From: Mary Devins
Subject: IRA Funding Transfer Request #373

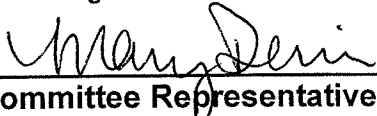
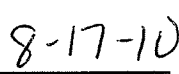
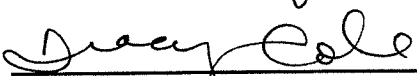
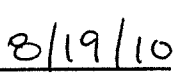
IRA Approved Campus contact: Genevieve Evans Taylor
Faculty Support Coordinator: Mary Devins

Program Set-Up	
Name of Program (limit to 30 characters)	The Nautical Yearbook

IRA Funding Source				
Account	Fund	Dept	Program	Monetary Amount
660003	TK910	530	90300	\$12,310

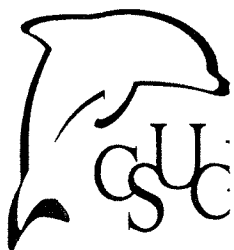
Fiscal Year for Budgeting and Spending:	2010/2011
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*** Program codes will become inactive at the end of the Budgeted/Spending Fiscal Year ***

 IRA Committee Representative	 8-17-10 Date
 Accounting Department	 8/19/10 Date

Attached: Applications for Approval Signed by University President or Representative Provost/Dean.
Please return copy of completed/signed form to Mary Devins, Academic Affairs.

Budget Office Use					
Program Set-Up:		PS Finance Chartfield		Notification	
Budget Set-Up:		Budget Journal Entry		Journal Entry #	
					Update PubChartfield
					Completed Date



Instructionally Related Activities Funds (IRA)
2010-2011 Academic Year

Budget Request & Program Set-Up

Date: August 17, 2010
To: Accounting & Budget
From: Mary Devins
Subject: IRA Funding Transfer Request #378

IRA Approved Campus contact: Genevieve Evans Taylor
Faculty Support Coordinator: Mary Devins

Program Set-Up	
Name of Program (limit to 30 characters)	CI View Newspaper

IRA Funding Source				
Account	Fund	Dept	Program	Monetary Amount
660003	TK910	510	90301	\$10,300

Fiscal Year for Budgeting and Spending:	2010/2011
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*** Program codes will become inactive at the end of the Budgeted/Spending Fiscal Year ***

Mary Devins 8-17-10
IRA Committee Representative Date

Tracy Cole 8/19/10
Accounting Department Date

Attached: Applications for Approval Signed by University President or Representative Provost/Dean.
Please return copy of completed/signed form to Mary Devins, Academic Affairs.

Budget Office Use

Program Set-Up:		PS Finance Chartfield		Notification		Update PubChartfield
Budget Set-Up:		Budget Journal Entry		Journal Entry #		Completed Date



May 27, 2010

President Rush,

As you are aware, due to state-wide enrollment reduction mandates, the CI Associated Students is experiencing a great financial challenge. As you may recall, a student referendum in fall 2006 supported an increase in the student center fee which allowed for the design and construction of our current Student Union. When the referendum was passed, the projected enrollment for 2010 was approximately 1,000 students more than our current "flat" enrollment. Based on those enrollment growth projections, ASI in good faith predicted an income that was approximately \$320,000 higher than our actual current income. With the opening of the Student Union and its associated bond payment and operation expenses, money is extremely tight for the upcoming year. In order to fund the Student Union and maintain a balanced budget for 2010/11 the following drastic measures have been taken by the ASI Board (compared to the 2009/2010 approved budget):

- MWGSC and Student Affairs office budgets were reduced by 100% (\$153,820).
- ASI Board budget request was reduced by 94% (\$15,000).
- Clubs and organizations budgets were reduced by 30% (\$3,500).
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Even with these extreme budgetary reductions, we will have to tap into ASI reserves starting in 2011-12 in order to remain solvent. It is our understanding that the Student Fee Advisory Committee is not able to recommend new procedures for IRA funding or any standing allocations at this time. As noted above, we were anticipating that at least half of the funding for both the yearbook and student newspaper would come from IRA funds since both of these activities are specifically noted in the Education Code as being funded from IRA fees.

President Rush, under normal circumstances we would not make such a request, but we fear that without your support CI may lose not only two entities, but also two of CI's most valued traditions. Therefore, if you are able, the ASI Board would like to request \$10,300 for *The Nautical* yearbook and \$12,310 for the *CI View* newspaper from IRA funds in order to ensure their continued operations in the upcoming academic year. Thank you for your consideration of this request.

Sincerely,

Genevieve Evans Taylor, Ed.D.
ASI Executive Director

Jeremy Booker
2009-2010 ASI Board Chair

Jonathan Neira
2010-2011 ASI Board Chair



Channel Islands

CALIFORNIA STATE UNIVERSITY

OFFICE OF THE PRESIDENT

MEMORANDUM

To: Genevieve Evans Taylor
ASI Executive Director

Jeremy Booker
2009-2010 ASI Board Chair

Jonathan Neira
2010-2011 ASI Board Chair

Cc: Joanne Coville
Vice President for Finance and Administration

From: Richard R. Rush
President

Date: 4 June 2010

Subject: Funding Request

In response to your letter of 27 May 2010, I approve the use of IRA funds to support the Nautical Yearbook and the CI View Newspaper to ensure their continued operations this year. Please work with Vice President Joanne Coville to facilitate the appropriate application of these funds.

Thank you for your help in this matter.

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