

Life at UC Berkeley EXpansion Referendum (LUX Referendum)
Student Activities Fee Referendum

Sponsor: ASUC Chief Financial Officer (CFO), Paul S. Cho

Co-Sponsor: ASUC Senate Class of 2016-2017

Purpose of the Fee

The LUX Referendum Assembly Student Activity Fee Referendum is a student-initiated referendum to increase the ASUC Student Activity Fee by \$10 per student per year for the next three years, to provide support to student organizations at UC Berkeley, to enhance the breadth of student life and culture of Cal, and to expand the growth of financial aid to support students' college experience. The increase will not apply to summer session students, who will continue to be assessed a \$3 fee. This will allow ASUC SUPERB, Berkeley's student-run entertainment programming board, to produce programming that meets the rising demand of the student body for bigger events and higher-profile artists and performers. With SUPERB's current ASUC-allocated budget and increasing production costs, SUPERB is unable to provide large-scale events that reach the broader campus community while maintaining the frequency and diversity of our existing programming.

The Associated Students of the University of California (ASUC) was founded as the organized association of the student body in 1887, and has served in that role for 130 years. The Graduate Assembly is an autonomous part of the ASUC. The ASUC-Graduate Assembly is the official students' association for undergraduate and graduate students recognized by the UC Berkeley Chancellor. The current \$27.50 per student per semester ASUC-Graduate Assembly student activities fee has been in place since Fall 2001. The fee supports undergraduate and graduate student organizations (which include a variety of professional, social, community-based, and interest-focused groups), student life activities, concerts, public speakers, publications, community outreach, official student government activities including the Graduate Assembly (which promote undergraduate and graduate interests in the governance of the campus, provide student services, and coordinate activities for students), and other student-centered programs that further the educational mission of the University. The ASUC and Graduate Assembly have had to reduce a number of their activities in recent years because the fee has not kept pace with the rate of inflation. A portion of the fee will be further used for Financial Aid, in accordance with campus policy to help offset the cost of the fee for the neediest students who are eligible for campus-based financial aid.

ASUC SUPERB is a student-run, non-profit entertainment organization that is responsible for planning and executing free or highly-subsidized entertainment programming primarily for undergraduate students at the University of California, Berkeley. SUPERB hosts a wide variety of accessible and engaging entertainment events including concerts, comedy shows, games, films, and sneak previews. The diversity of this programming allows SUPERB to cater to many different demographics of students and their assorted interests, while still maintaining several larger events that have more broad appeal. This fee would heighten the quality, effectiveness, and reach of our events, ultimately improving the co-curricular experience of the student body.

The LUX. Referendum is necessary for SUPERB to provide higher quality, large- scale entertainment, guaranteed to reach and engage an even greater number of students. Although feedback on SUPERB's current programming is largely positive, there is a clear unmet demand on the part of the student body for higher caliber performers and events with more broad appeal. In a survey that totaled over 600 responses from members of the undergraduate student body, including different colleges, Greek, Cooperative, and Athletic communities, over 82% of participants expressed a desire for more large-scale events. During Getting Your Bearings Fall 2016, the Welcome Week concert featuring R&B singer Kehlani had approximately 4,000 attendees, reaching a number of student attendance at one event not met by any other student organization. That being said, the total cost for the Kehlani concert was over 1/3 of the budget allotted to SUPERB from the ASUC. If SUPERB can continue to bring in similarly high-profile performers to campus on a regular basis, we believe it would be a net benefit for the campus, by providing communal spaces for the student body centered on arts and entertainment engagement. Furthermore, the success of such larger scale events would sustain subsequent events with a snowball effect of increasing participation and attendance.

SUPERB has pursued alternate funding via university grants and allocations from other campus departments (e.g. New Student Services, Late Night Programming Fund) in addition to outside sponsorships. When awarded sponsorships or outside funding, we have been able to execute successful large-scale events. For example, our (previously discussed) Fall 2016 Getting Your Bearings concert, featuring Kehlani, was entirely funded by New Student Services. While SUPERB is grateful to have received this additional funding in recent years, this has not proven to be a sustainable path to long-term funding, as the grants and allocations we have received have always been on a non-continual basis and are in no way guaranteed. Given these circumstances, a semesterly fee is the most cost-effective and sustainable option to provide students with the increased entertainment that they desire, while maintaining our objectives of fostering community engagement through providing low cost entertainment.

Moreover, there is clear precedent for entertainment programming fees at UC Berkeley's peer institutions. It is worth noting that SUPERB receives significantly less funds than programming boards at its peer institutions, particularly universities with significantly smaller student populations (in terms of total yearly entertainment programming budget). Oftentimes, this budgetary discrepancy is due to existing student fees dedicated to entertainment programming. Universities with existing student fees for programming include UC Riverside (\$30/quarter), UC San Diego (\$39/quarter), UC Santa Barbara (\$20.50/semester), UC Irvine (\$18/quarter), UC Merced (\$35/semester), and UCLA (\$4.12/quarter). Additionally, most of these campuses also execute at least one large scale festival in addition to their regular programming on a yearly basis.

Breakdown of the Fee

In accordance with Berkeley campus policy, and as displayed in Table 1, one-third ($\frac{1}{3}$) of each \$10 fee increase to be assessed for Fall and Spring students will be returned to financial aid and the remaining two-thirds will support student activities. The campus' financial aid budget for student aid recipients will be increased to cover this fee and will be funded by 24.94% of the total Fall and Spring fee in 2019-2020.

Table 1

Year	Total Fee Amount Per Semester	Student Activity Amount	Student Activity Percentage	Financial Aid Amount	Financial Aid Percentage
Current	\$27.50	\$18.34	66.67%	\$9.17	33.33%
2017-2018	\$37.50	\$25.00	66.67%	\$12.50	33.33%
2018-2019	\$47.50	\$31.67	66.67%	\$15.83	33.33%
2019-2020	\$57.50	\$38.34	66.67%	\$19.16	33.33%
2020-2021 & Onward	\$57.50 + CPI	\$38.34 + CPI	66.67% + CPI	\$19.16 + CPI	33.33% + CPI

**Amounts for Fall and Spring terms only; students in Summer Sessions are assessed \$3.00.*

The fee will not be assessed for summer session students. The fee will first be collected in Fall 2017 and will be terminated after Spring 2020. In accordance with campus policy, thirty-three percent (33%) of the fee will be returned to financial aid to help offset the cost of this fee for students who are eligible for financial aid; the remainder of the fee will go towards improved on-campus entertainment programming.

Funds raised by the Student Activities portion shall be allocated to the ASUC to be administered in support of university-wide and undergraduate-specific activities and the Graduate Assembly to be administered in support of graduate-specific activities based on the procedure established in the ASUC-Graduate Assembly Constitution and any subsequent agreements (e.g. ASUC-Graduate Assembly Memorandum of Understanding) which are in effect on the first day of the semester in which a given fee is collected.

The following breakdown, as listed in Table 2, is estimated based on the ASUC-Graduate Assembly Memorandum of Understanding in effect in 2015 based on an estimated graduate student enrollment of twenty-eight percent (28%).

Table 2

	Current Per Semester Student Activities Break Down		Per Semester Student Activities Break Down 2019-2020	
	Amount	Percentage	Amount	Percentage
ASUC	\$15.77	72%	\$31.08	72%
Graduate Assembly	\$6.13	28%	\$12.08	28%
Total Student Activities Portion	\$21.90	100%	\$43.16	100%

The portion of student fee allocated to financial aid, shown in Table 1, is subject to the financial aid policies and procedures of the University.

The portion allocated to the ASUC will be subject to ASUC regulations, outlined in the ASUC Constitution and Bylaws and in compliance with system wide policy, and shall be administered by the ASUC Senate. The portion allocated to the Graduate Assembly will be subject to ASUC and Graduate Assembly regulations as outlined in the ASUC Constitution and Graduate Assembly Charter.

Of the \$10 per student per semester yearly increase, \$5 of this increase will be dedicated towards SUPERB while the other \$5 will be dedicated for ASUC. Over the next three years the total fee amount dedicated towards SUPERB and ASUC will be as follows:

ASUC, GA, and SUPERB Fee Breakdown

	Year		
	18-19	19-20	21-22
Increase	\$10.00	\$20.00	\$30.00
Return to aid	\$3.33	\$6.67	\$10.00
Remainder	\$6.67	\$13.33	\$20.00
After aid			
ASUC	\$2.40	\$4.80	\$7.20
Superb	\$2.40	\$4.80	\$7.20
GA (28%)	\$1.87	\$3.73	\$5.60
Total Recieved	(amount*pop)	pop est.	38,024
ASUC	\$91,257.60	\$182,515.20	\$273,772.80
SUPERB	\$91,257.60	\$182,515.20	\$273,772.80
GA	\$70,978.13	\$141,956.27	\$212,934.40

**Budget calculation uses 38,024 students based on admissions information of 2015-2016.*

This portion of fee is also subject to the campus policy mandating that $\frac{1}{3}$ (33%) of the funds collected will be returned to financial aid. Furthermore, SUPERB will not collect the funds guaranteed to the graduate assembly per the ASUC-Graduate assembly memorandum. The financial aid amounts specified in the first table of the “Breakdown of the Fee” section will be funded via the portion of the fee specifically dedicated to the ASUC. After the first three years, starting in the 2021-2020 fiscal year, the ASUC Senate shall annually reevaluate and assess the guaranteed allocation percentage between the ASUC and SUPERB.

This percentage breakdown only applies to the fee increase and does not retroactively apply to any funding relationships between the ASUC, GA, and SUPERB on prior fee assessments.

Breakdown of ASUC SUPERB’s Allocation by Department

By the year 2019-2020, this fee increase will give SUPERB a guaranteed yearly budget of roughly \$547,545, assuming a total enrollment of 38,024. The following tables represent an example of a way in which SUPERB could utilize the increased funding.

Department: Concerts	
Existing Budget	\$40,000/year
Proposed Budget (with Fee)	~\$250,000/year

Expanded and New Programming	This new budget will allow us to produce 4 shows each semester at ~\$31,250/show as part of our standard programming. This would be in addition to our semesterly Getting Your Bearings concerts (typically funded by New Student Services) and annual Cal Day Concert (separate Allocation from ASUC).
Example of Past Concert Expenses	<ul style="list-style-type: none"> - Ryan Hemsworth, April 2016 (~\$13,000): (~1,000 Attendees) - Built To Spill, April 2016 (\$15,000): (~1,500 Attendees) - Kehlani, September 2016 (\$40,000): (~4000 Attendees)

Department: Art	
Existing Budget:	\$0 / year
Proposed Budget (w/ Fee):	~\$2,000 / year
Expanded and New Programming:	Allocating our art department this budget would allow for semesterly art showcases featuring the work of members of our art department as well as the work of artists from the student art community. We are allocating a budget of \$1,000 / showcase.

Department: Comedy	
Existing Budget	\$16,500/year
Proposed Budget (with Fee)	~\$80,000/year
Expanded and New Programming	This new budget would allow for a large semesterly show in the ~\$30,000

	range. Additionally, we would host 2 smaller variety shows throughout the course of the year. Finally, our comedy department would be able to purchase production equipment necessary to execute high quality events. This would all be in addition to our semesterly Getting Your Bearings comedy show (typically funded by New Student Services).
Example of Past Comedy Expenses	<ul style="list-style-type: none"> - Demetri Martin, March 2016 (\$15,000): (~1,000 Attendees) - H. Jon Benjamin, August 2016 (\$17,000): (~1,000 Attendees) - San Francisco Comedy Competition (~5k Dollars): (~200 Attendees) - UCB Theatre Improv Show (~5k Dollars): (~500 Attendees)

Department: Games	
Existing Budget	\$7,000/year
Proposed Budget (with Fee)	~\$30,000/year
Expanded and New Programming	This new budget would allow for us to host alternative performers (magicians, hypnotists, etc.) 4 times per semester. Additionally, we will have trivia and games nights 3 times per semester. This will all be in addition to our semesterly Getting Your Bearings Games events (typically funded by New Student Services).
Example of Past Games Expenses	<ul style="list-style-type: none"> - Sailesh the Hypnotist, September 2016 (~\$3,000): (~400 Attendees) - Poker Night (~\$500): (~250 Attendees)

Department: Films	
Existing Budget	\$20,000/year
Proposed Budget (with Fee)	~\$50,000/year
Expanded and New Programming	Allocating this money to the films department would allow for 16 movie screenings throughout the year.
Example of Past Films Expenses	Inside Out (~\$3,000): (~500 attendees)

Department: General Management	
Existing Budget	\$5,000/year
Proposed Budget (with Fee)	~\$100,000/year
Expanded and New Programming	<p>Allocating this money to our General Management Department would allow for the production of SUPERB FEST, an all-day on campus arts and entertainment festival featuring events from all of the event producing departments (Games, Sneak Previews, Movies, Comedy, Games).</p> <p>Additionally, money will be allotted for collaborative events with other student organizations and ASUC Senate/Exec members as a way of bringing more attention to causes that are important to students. We are proposing allocating ~\$80,000 for SUPERB FEST and ~\$20,000 for collaborative entertainment events with other student groups.</p>
Examples of Past Collaborative	- Votechella Featuring D.R.A.M.,

Events	<p>October 2016 ~ Collaboration with the Office of the External Affairs Vice President.</p> <p>- Le1f (Concert), April 2016 ~ Collaboration with the Office of (former) ASUC Senator Alana Banks.</p>
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Department: Marketing	
Existing Budget	\$6,500/year
Proposed Budget (with Fee)	~\$14,000/year
Expanded and New Programming	<p>This money would allow us to focus a significant portion of money towards Paid/Sponsored online advertising as a way of increasing our reach and attendance at events. Additionally it would allow for widespread printing of in-color fliers. Additionally, it would allow for distribution of free SUPERB clothing at events as a way of increasing our brand recognition and event interest on campus.</p>

Department: Photography	
Existing Budget:	\$0 / year
Proposed Budget (w/ Fee):	~\$3,000 / year
Expanded and New Programming:	<p>This money would allow Photography to upgrade their equipment and make repairs as need be. ~\$2,000 would be allocated to equipment costs. Additionally, photography would produce a photography showcase event once per year featuring the work of</p>

	student photographers. The event would cost ~\$1,000 to produce.
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Department: Sneak Previews	
Existing Budget:	\$2,000 / year
Proposed Budget (w/ Fee):	~\$14,000 / year
Expanded and New Programming:	This money would allow Photography to upgrade their equipment and make repairs as need be. ~\$2,000 would be allocated to equipment costs. Additionally, photography would produce a photography showcase event once per year featuring the work of student photographers. The event would cost ~\$1,000 to produce.
Examples of Past Sneak Previews Expenses	<ul style="list-style-type: none"> - Screening w/ Actor Meet and Greet (~10k) - Independent Movie Screening w/ Director Meet and Greet (2x a year): (~2k) - Past Screenings w/o Director or Actor (3-5x a year) Goat(\$0): (~500 Attendees)

Estimated Campaign/Marketing Sample Budget for Department-Initiated Referenda

Publicity	# Items	Cost/Item	Total Cost
Facebook ads/boost posts	10	\$10-20	\$100 min - \$200 max
Large Posters, for temp display	100	\$0.10	\$10

1/4 sheet flyers	300 1/4 sheet (75 sheets)	\$0.03 p 1/4 sheet	\$9
1.5" Buttons	200	\$0.34	\$68 + ship/hand
2x2" Circle Stickers	500	\$0.10	\$50 + ship/hand
TOTAL			~\$300

In summary, we expect to spend ~\$300 on our marketing materials. We hope to primarily market to social media presence which will come at no cost.

Inflation Adjustment

The ASUC-Graduate Assembly Student Activity Fee will be adjusted for inflation annually starting with academic year 2020-2021 using the following procedures.

The annual rate of inflation will be based on the monthly San Francisco Area Consumer Price Index for All Urban Consumers (SF-CPI-U), released by the Bureau of Labor Statistics. The annual rate of inflation will be calculated by comparing the SF-CPI-U of January (or the nearest month, if none is published for January) of the current year with the SF-CPI-U of January (or the nearest month, if none is published for January) of the previous year. For example, the inflation rate for the academic year 2020-2021 will be calculated by comparing the SF-CPI-U of January 2020 to the SF-CPI-U of January 2019.

If there is negative inflation (deflation) in a certain year, the fee shall not be adjusted. The fee shall not be adjusted in subsequent years until the SF-CPI-U recovers to above its previously highest level.

The Chancellor shall cause the ASUC-Graduate Assembly Student Activity Fee to be adjustment each year pursuant to this mechanism.

Percentage Adjustment

The ASUC-Graduate Assembly Student Activity Fee will be annually adjusted for student body composition starting with the fiscal year 2018-2019.

The initial percentage breakdown between the ASUC+SUPERB and GA shall be adjusted annually to reflect the proportionality of undergraduate and graduate student population. It shall be calculated according to the following formula:

Graduate Assembly Percentage = Enrolled Graduate Students / Total Enrolled Graduate and Undergraduate Students

ASUC+SUPERB Percentage = Enrolled Undergraduate Students / Total Enrolled Graduate and Undergraduate Students

Ballot Language

The Life at UC Berkeley EXpansion (L.U.X.) Referendum is a student-initiated referendum designed to help support and finance student organizations that engage in activities that further student engagement at UC Berkeley, to champion student empowerment and student agency, and embrace a commitment to equity, access, and inclusion. The current \$27.50 per semester Student Activities Fee supports over 850 verified student organizations including academic interests, recreational/social activities, the arts, programming such as concerts, public service, sustainability, independent student publications, cultural clubs, health and wellness programs, professional organizations, and advocacy groups. Funding is distributed to undergraduate and graduate student activities proportionally based on enrollment, and one-third of any fee increase is directed to student financial aid. Should the Student Activity Fee be incrementally increased by \$10 per student per year for three years and tied to inflation thereafter, for a total of \$ \$57.50/semester or \$115/year by 2020 such that it can be used to provide support to student activities at UC Berkeley, to enhance the breadth of student life and culture of Cal via maximizing ASUC SUPERB's capability to provide the broader campus community with entertainment/exposure to the arts, and to expand the growth of financial aid to support students' college experience. Do you support a total fee of \$300 by 2030?

Appendices

UC Regents Minutes July 18, 2001 for previous fee Increase.

<http://regents.universityofcalifornia.edu/minutes/2001/fin701.pdf>. p9

ASUC-Graduate Assembly Memorandum of Understanding

<http://ga.berkeley.edu/wp-content/uploads/2015/02/Graduate-Assembly-MOU.pdf>