

GUSA Finance & Appropriations Committee

FY14 Budget Summit

Student Activity Fee Funding Application

(APPLICATION A - Advisory Boards, GPB, GUSA Executive and Lecture Fund)

Please email this application and accompanying materials to gusafinanceandappropriations@gmail.com by **Sunday, February 17, 2013 at 11:59 pm.**

Name of Organization: The Lecture Fund

Mission of Organization:

The Georgetown University Lecture Fund exists to provide a forum for the free exchange of speech and expression concerning all issues and/or concerns. We are a non-partisan organization dedicated to promoting dialogue and to bringing the Georgetown community together in an atmosphere of discussion to better contemplate contemporary social, political, and cultural issues. The Lecture Fund will protect and uphold the *Free Speech and Expression Policy* of Georgetown University, as outlined in the University Student Handbook under *Section 3: University Policies*.

Total Amount of Funding Requested: \$100,000

Cost Center Number: GX6810000

PLEASE PROVIDE THE FOLLOWING INFORMATION:

****Microsoft Excel preferable**** 1. FY12 Revenues and Expenditures:

A) Total revenue detailed by source (activity fee, tuition, fundraising)

\$57,000 main allocation from GUSA

\$2,191.74 office budget allocation from SAC

\$59,191.74 total revenue (GUSA allocation + Office Budget)

B) Total expenditures detailed by allocation (club budgets, events)

\$42,110.85 in financed events (both own and student groups)

\$2,442.46 from office budget

\$44,553.31 total expenses FY 2012

2. FY12 Balances:

A) Balance of all accounts prior to start of FY12

\$3745.18 remaining bulk allocation

B) Balance of all accounts carried forward to FY13 (GD, gift)

GX (main): 857.43

GX (office): -\$442.46

GX (balance): =\$414.97

GD (gift): \$5,501.72

3. FY13 Revenues and Expenditures:

. A) Total projected revenue detailed by source

. \$57,000 main allocation from GUSA

. \$2191.74 office budget allocation from SAC

. \$59,191.74 total revenue

. B) Total revenue to date detailed by source

. \$57,000 main allocation from GUSA

. \$2191.74 office budget allocation from SAC

. \$59,191.74 total revenue

. Total projected expenditures by allocation

. \$56500 to various student groups

. Total expenditures to date by allocation

\$25120.9

4. FY13 Balances:

A) Balance of all organization accounts to date (GX, GD, gift)

GX: \$30477.48

Gift: \$4721.72

B) Projected balance of all organization accounts carried forward to FY14

GX: \$500

GD: \$3000

5. FY14 Budget

A) Total projected revenue detailed by source

. GUSA Allocation: \$100,000

. SAC Office Budget: \$3000

B) Total projected expenditures by allocation

. \$102,000 to SAC, non-SAC and LF-directed events

C) Projected balance of all organization accounts carried forward to FY15

GX: \$500

GD (gift): \$2700

PLEASE ANSWER THE FOLLOWING QUESTIONS:

1. How did your organization affect student life? Can you measure it?

The Lecture Fund is the primary student body that brings outside speakers, academic or otherwise, to Georgetown's campus. As a result, we believe that we have a dramatic effect on student life, cultivating an atmosphere of discussion and reflection that is imperative to any university. Despite a budget that is orders of magnitude below those of peer organizations at other universities, we have continued to program speakers that appeal to students, faculty, and staff of varied interests and backgrounds. Our co-sponsored or individually-sponsored speakers during the last year year have included Rosario Dawson, Newt Gingrich, Capital One CFO Gary Perlin, Bishop Gene Robinson, Sandra Fluke, Chinese dissident Yue Jie, Washington Post Columnist Ezra Klein, Cornel West and many others. Furthermore, Lecture Fund also provides key logistical and organizational support to a number of university events, which have recently included Secretary Hillary Clinton, Hamid Karzai, and Bono.

We measure our impact in a variety of ways. Perhaps most important is the number of students that come to our events. For major events like Rosario Dawson and last year's talk with Michael Moore, we either filled or came close

to filling Gaston.

However, Lecture Fund as an organization believes that, as an indicator of success, audience figures are somewhat insufficient. For example, events like last spring's Sandra Fluke lecture have the potential to stimulate campus dialogue, whether through formal mediums like The Hoya or the The Voice, or simply through informal conversation. Our organization is rendered useless if it doesn't have an impact on the thoughts and opinions of students, which is why we strive to challenge as much as we seek to entertain.

Beyond the marquee names, the Lecture Fund also believes that a significant part of our role in enriching on-campus dialogue comes through speakers that may have only a limited appeal to broad audiences but are highly relevant to niche university communities. Examples of these events abound, but just in the last few months, the Lecture Fund has worked with the Art Department and Art Aficionados to bring a panel of experts to discuss the works of Chinese activist and artist Ai Weiwei; we have worked with Georgetown Pride and Hoyas for Immigrant Rights on an event outlining the intersection of queer and undocumented identities; in a cosponsored event with the Biology Department we worked to bring Dr. Thomas Insel. All of these events work to appeal to specific communities within Georgetown that might not have otherwise been able to make them happen.

In the final analysis, we believe that Lecture Fund's unique role – both at Georgetown and compared to peer institutions – is defined by our balance. We bring big-name, notable speakers who can draw 800 students or more, yet we also produce smaller events that are just as meaningful to specific parts of our community. With a comparatively slim budget we have been able to produce and assist with dozens of events each semester. We are excited to apply for the GUSA budget summit because we believe that with a larger budget, we can contribute to further enriching the already-strong intellectual life at Georgetown.

2. How many clubs/groups are under your organization? Please list them.

All SAC groups fall within our funding guidelines but we can allocate funding to any organization, department, or student on campus. In theory, any student organization, individual student, or individual faculty member can, and frequently does approach Lecture Fund.

So far over FY13 we have worked with 21 different SAC groups and 22 non-SAC groups, a nearly two-fold increase over last year.

3. What were significant challenges for your organization over the past year?

Something the Lecture Fund has struggled with for some time-this year in particular- has been the leaking of event information before details have been finalized. Sometimes, usually due to budget constraints, we are unable to finalize a speaker's contract and plans fall through. However, non-Lecture Funders oftentimes do not understand the delicate nature of the process, and we face backlash for not finalizing events that were, in fact, still in the works.

A prominent example of this came at the start of the semester with Joseph Gordon Levitt. Though we had received a verbal confirmation of intent from his agency, we had yet to sign the contract and, ultimately, his agency pulled out. However, due to an unsanctioned announcement on the part of the Corp, we faced criticism from members of the campus community who were operating under the assumption that the event was a done deal.

4. What were significant successes for your organization over the past year?

While we have been extremely proud of the diversity of our offerings this semester and the range of topics they've addressed, a significant accomplishment of the Lecture Fund was undoubtedly our 2012 TedX Georgetown Conference. Though contractually an independent organization, Lecture Fund spearheaded the creation of the original TedX Georgetown several years ago and continued to provide personnel, funding, and logistical support for a conference that was bigger and better than ever before. This year's TedX conference featured 16 excellent speakers from a variety of backgrounds, speaking in front of hundreds of students throughout the day. In fact, the event was such a success that it was featured on the main website of TedX.

<http://tedxgeorgetown.com/speakers.html>

The Lecture Fund was also honored to receive a Saxa Award for Pluralism for our Dear World: Georgetown event with Robert Fogarty. The interactive event, which featured Mr. Fogarty taking pictures of Georgetown students and their messages, was record-breaking in numbers for Mr. Fogarty, who continues to use these images in promotional materials as he tours the world.

<http://www.dearworld.me/galleries/detail/5/Georgetown-University>

5. Do you have any budget concerns for the next 5-10 years?

The primary budget concern that we have relates to the cost of speakers, which has risen dramatically faster than our budget. A detailed look at our allocations last year showed a nearly one hundred percent increase in the cost of each event—both Lecture Fund events and events co-sponsored with SAC groups – over the equivalent period last year. While it's true that this figure represents an effect of our budget increase, it demonstrates that the Lecture Fund has made ample use of our resources and have not let funds sit idly. However, this increase masks even more important details: The Lecture Fund abandons negotiations with numerous potential speakers each term because our budget is so much smaller than that of many of our peer institutions.

Each semester, the Lecture Fund is also forced to partially fund numerous events that we would love to support completely. This partial funding puts additional pressure on the student groups, can lead to poorly organized or canceled events, and artificially depresses our allocation statistics. While it's an unfortunate fact that not every good event idea from every organization can come to fruition, the sheer number we have been forced to turn away is something we wish could be ameliorated, and we believe it can be.

6. What level of financial risk does your organization incur?

None

7. Your organization received a funding increase for FY13 because of SAFE Reform. Was this a fair increase? What was the affect of SAFE Reform?

While we did receive an increased allocation from FY12 to FY13, this was due to our transition from SAC to GUSA for our operating budget, as SAFE Reform occurred two years ago.

8. If you are requesting more funding for FY14 than FY13 please explain why.

As alluded to above, this application is the second made by Lecture Fund directly to the GUSA budget summit. Our primary purpose in this switch was the chance to access the new funds made available by SAFE reform and equip our organization with the resources required to carry out our mission.

Anyone that has observed a Lecture Fund meeting or talked in detail with members knows how frugally we attempt to manage our budget and how ardently we search for co-sponsors. However, our limited financial resources put severe pressure on our operations due to a number of strong trends that we have observed over the past several years. As mentioned above, the costs for events have increased dramatically even just during the current leadership's tenure, and the number and nature of campus organizations that approach the Lecture Fund continues to broaden and increase. The Lecture Fund has heard far more requests from groups and individuals outside our traditional core constituency of SAC groups. These organizations often have very compelling speaker ideas that we would be enthusiastic about funding more fully.

Finally, as is done every semester, Lecture Fund continues to conduct school-wide surveys that regularly records thousands of student responses. This feedback is highly valuable as it emphasizes how important and relevant outside speakers remain to the campus community. The results demonstrate that students strongly desire high-profile speakers with honorariums in the \$20,000 range. Equipped with the budget that we have outlined, we believe that more events of this type would be feasible while also maintaining our strong slate of niche events.

The Lecture Fund has been able to produce programming of a quality and efficiency that we believe is unmatched by other groups on campus, and we strongly feel that we have the abilities and know-how to utilize the funds we have outlined effectively.

9. How could the Budget Summit process be improved this year? How could relations with GUSA be improved?

Overall, Lecture Fund has been very pleased with our interactions with GUSA. We were extremely appreciative of the budget increase allotted by GUSA in last year's transition, and we continue to cherish the relationship.

PLEASE ENSURE YOUR ORGANIZATION CONTINUES TO COMPLY WITH THE 2010 6-POINT REFORM PLAN:

1. The total balance of any advisory board's reserve account shall not be excessive (as deemed by the Office of the Vice President for Student Affairs), and boards with surplus funds should provide a plan to for their reserves.
2. An appeals process shall be implemented and publicized, where such processes do not already exist, for clubs that are denied full funding for an activity or annual budget under its advisory board.
3. Clubs shall have the option of requesting a lump sum, annual budget with an opportunity to reapply for additional funding from its advisory board.
4. All meetings and recorded minutes of all meetings of an advisory board shall be open to the public, including any and all votes, and that all records are posted online in a timely fashion.
5. Members of the advisory board are, in some way, directly accountable to their constituents or to the student body in general, such as having GUSA Senate confirmation or being elected by the leaders of the clubs they represent.
6. Clubs have reasonable control over all funds that they fundraise outside of the normal allocations process.

CERTIFICATION:

By signing below, I hereby certify that the information enclosed is accurate to the best of my knowledge.

Funding Request Form Submitted By: Sean Keady

Name of Group Student Chair: Sean Keady

Signature (type your name): *Sean Keady*

Name of Group Advisor: Justin Smith

Signature (type your name): *Justin Smith*

Date: 02/17/2013

Contact Email: slk39@georgetown.edu

Contact Phone Number: 202-725-4156