

GUSA Finance & Appropriations Committee
FY19 Budget Summit
Student Activity Fee Funding Application
(APPLICATION A - Advisory Boards, GPB, the GUSA Executive-Elect and the Lecture Fund)

Please email this application and accompanying materials to gusafinanceandappropriations@gmail.com by **Tuesday, February 13, 2018 at 5:00 pm.**

PART A.

Name of Organization: **Media Board**

Mission of Organization: **The Media Board is a group of students, faculty and staff that serve as an advisory and funding structure for all Georgetown University media organizations.**

Total Amount of Funding Requested: **\$93,120.19**

PART B.

Please fill out the Application A Financial Information excel document.

PART C.

Please attach a copy of the budgeting guidelines used by your organization for any and all purpose.

PART D.

Please answer the following questions individually:

1. How did your organization affect student life? Can this be measured?

The Media Board serves as the advisory board to all campus media outlets. The board meets twice a month to unite student and faculty leaders in brainstorming ways to foster media presence at Georgetown. Our fourteen member organizations produce journalistic, academic, creative, and social content for members of the Georgetown community.

The Media Board's collective impact can be measured in a variety of ways. Over the 2018 fiscal year, organizations on Media Board:

- Printed and distributed 142,150 issues
- Achieved a combined 1,630,688 website visits (or ~135,890 per month)
- Reported a combined 20,945 Twitter followers
- Reported a combined 12,751 Facebook followers
- Reported a combined 2,527 Instagram followers
- Comprised a combined membership of 695 students

2. How many clubs/groups compose your organization? Please list them, noting especially any clubs/groups added (or planned to be added) within FY18.

The Media Board is composed of 14 organizations.

Current members are: The Journal of Health Sciences, The Triple Helix, The Voice, The Anthem, The Caravel, Bossier Magazine, Her Campus, The Hoya, The Independent, WGTB Georgetown Radio, GUTV, The Georgetown Review, and Spoon University.

New Club Development granted Utraque Unum access to benefits this semester, and Utraque Unum is joining the Media Board within FY18.

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

Cuts to the Media Board allocation have resulted in a significant decrease in membership development across all groups. The hidden costs of participation have become increasingly evident as students have reportedly had to pay out of pocket for website maintenance fees, printer ink, and subscriptions to different Adobe products.

Over the years, the Fin. App. committee has asked Media Board to offer better quantitative measures on the collective organizations' impact on campus. This year, organizations began tracking engagement across their separate platforms. All member organizations reported record (online and print) engagement over the past year. Website views, number of followers, and engagement across different social media platforms have increased significantly on a year-over-year basis.

Print circulation, although down in total quantity (~52.0% decrease from FY17), reported higher pick up rates (est. ~70.0% versus ~60.0% in FY17).

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

Decreased demand for print advertising combined with rising print costs will continue pose a significant challenge to media organizations.

As media organizations shift to hybrid online and print structures, data security and IT infrastructure will become larger concerns. The Media Board expect the updating of IT infrastructure to be a large capital expenditure and due to decrease of the Media Board reserve account over the last four years, a concern has been expressed whether the Media Board will be able to cover these costs.

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

The Media Board incurs moderate financial risk from two main sources:

- (1) Rare potential legal issues related to copyright infringement.
- (2) Contractual obligations (printing costs, web hosting fees, etc.)

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

Clear guidelines on how the Financial Appropriations committee measures and evaluates "impact" across different advisory boards.

Media Board has established formal relations with GUSA (executive or senate) through the Fin. App liaison. Communication lapses between both bodies, however, can occur since Media Board is not always engaged or involved in what goes on in either body.

7. If you are requesting more funding for FY19 than FY18, please explain why.

The Media Board is requesting less funding in FY19 as a function of lower print volume and more transparent budgeting.

PART E.

Please ensure your organization continues to comply with the 2010 6-Point Reform Plan by **commenting in the affirmative and detailing** how your group is compliant for each of the 6 points individually.

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 for their reserves.

Yes, the Media Board reserve account is not deemed excessive. The reserve account is decreasing quickly in part due to significant Media Board budget cuts.

Ending balances for:

FY 2014: \$100,370.28

FY 2015: \$85,827.65

FY 2016: \$87,128.71

FY 2017: \$78,106.94

Current: \$86,595.51

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.

If clubs wish to appeal their funding, they may submit a complaint to the Media Board executive officers and bring this appeal to the floor at the first official Media Board meeting immediately following the budget summit. To prevent the need for appeal process, the annual Media Board budget distribution summit includes representation from every Media Board organization. The representatives from each organization must collaborate until the budget is fully divided with a consensus among all organizations present. An organization's failure to attend this meeting results in zero funding for the following academic year.

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.

All Media Board organizations submit lump sum requests, which the executive officers aggregate to compile the Media Board budget requests. If the Media Board receives sufficient funding to fulfill each of these lump sum requests, they are all granted. However, that is rarely the case. When the Media Board does not receive the funding to fulfill each board's lump sum request, each Media Board organization sends a representative to present their line-item during the Media Board budget distribution summit. This meeting lasts until all organizations agree upon the budget distribution outcomes.

The executive officers often set aside a budget for the Media Board as well to create an ad hoc fund from which both new NCD approved organizations and any Media Board organization can request money from throughout the academic year on a rolling basis. These requests often include travel and large events. Due to significant budget cuts last year, the Media Board did not have its own operational fund, making ad hoc requests impossible.

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.

Yes, meeting minutes are posted to the Media Board Hoya Link page following the biweekly meetings and/or are shared with the designated Media Board representatives of the organizations.

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.*

Yes, the Media Board's executive officers are elected by a majority vote of the representatives all Media Board organizations. This occurs during the first regular meeting of the new officer term. Officers are accountable for running the Media Board under the guidance of the faculty advisor. The executive officers meet as needed, usually biweekly. The executive officers also hold skype conferences over winter break and correspond electronically on a regular basis. A motion to remove an ineffective executive officer should first be brought to the Media Board faculty advisor and then brought the floor during a regular Media Board meeting.

6. Clubs have reasonable control over all funds that they fundraise outside of the normal allocations process.

Yes, clubs have reasonable control over their incoming funds. Organizations' outside funds come in the form of print advertisement or donations. Both sources are immediately allocated to each organization's balances and are available for use.

*The committee is aware that the structure of boards has changed in the past eight years; please note 'such as' merely indicates examples of how accountability is manifested and focus on the spirit of the Point.

CERTIFICATION:

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

Funding Request Form Submitted By: Daniel Almeida

Name of Group Student Chair: Daniel Almeida

Signature of Group Student Chair (type your name): Daniel Almeida

Name of Group Advisor: Kris Nessler (temporary)

Signature of Group Advisor (type your name): Kris Nessler (temporary)

Date: 2/13/2018

Contact Email: dga7@georgetown.edu

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