GUSA Finance & Appropriations Committee

**FY20 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 gusafinapp@georgetown.edu by **Sunday, February 10, 2019 at 11:59 pm.**

**PART A.**

Name of Organization: Media Board

Mission of Organization: **The Georgetown University Media Board shall counsel and evaluate the overall administration and effectiveness of student media activities at Georgetown University. The Media Board may recommend policy to the editors and managers. The Media Board shall report its activities to the Vice President for Student Affairs.**

Total Amount of Funding Requested: **$109,220.84**

**PART B.**

Please complete the Financial Information (A) FY20 excel document and attach it to your email submission.

**PART C.**

Please attach a copy of the budgeting guidelines used by your organization for any and all purposes, and answer the following questions in this document:

1. In short, what is your organization’s budgeting or funding process? (Please provide a brief summary; specifics should be included in the budgeting guidelines you will attach).

All Media Board organizations submit line-item budgets to the Media Board advisor. The Media Board executive officers aggregate the lump sum budget requests from each organization to compile the total Media Board budget request. If the Media Board receives sufficient funding to fulfill each organization’s lump sum request, they are all granted.

2. If your full funding request is not met, what is the process in place to determine cuts to group budgets or programming?

When the Media Board does not receive the funding to fulfill each board’s lump sum request, each Media Board organization sends one representative to present their line-item budget request during the Media Board budget distribution summit. This meeting lasts until all organizations agree upon the budget distribution outcomes. If the meeting exceeds 15 hours on a given day or extends past 1:00 am, the board can agree to take a break and resume within 48 hours. We 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 expenses 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. Additionally, this ad hoc fund covers any debts an organization might have accrued by the end of the academic year. This year, if any organization accumulates debt, the money must be taken from the reserve account, which we are doing everything in our power to prevent as our reserve is being quickly depleted. In the past, Media Board Budget Summits have been highly successful and there has not been any situation that has resulted in a hostile relationship between any media board groups. All groups are willing to help each other out.

3. Is there any other information you would like the Committee to consider regarding your organization’s budgeting process and guidelines?

When it comes to distribution finances among clubs, the Media Board’s highest financial priority is fulfilling legally binding contracts. These include monetary contracts with printers, vendors, and digital services. As media groups, our most significant costs include paying printers to produce our newspaper, magazine, and journal projects and deliver them to campus. Our online platforms also pay web designers, subscription fees, and memberships fees to national organizations. These are the barebone requirements, and when our Media Board budget took a significant hit last year, these venues suffered, putting significant financial burdens on individual students to keep the production running.

Second, money is allocated for equipment that is essential for groups to operate, such as computer software, and audio/visual equipment. Thirdly, money is put towards on campus events that promote community and publicity. Fourth, money is put towards increasing distribution, as well as increasing ad revenue. Our lowest priority is teambuilding and leadership budgets, which are the first to be cut from every club. No more than $100 per year is allowed in food requests per organization, and none of these funds have been allocated for any club in recent fiscal years.

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, our 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 may result in zero funding for the following academic year.

**PART D.**

Please answer the following questions individually in this document:

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 14 organizations produce journalistic, academic, creative, and social content for members of the Georgetown community, including students, faculty, and alumni.

Media Board is unified by the following common goals for serving the student body:

**Providing platforms for student voices:**

All Media Board groups are student-run organizations that have a mission of providing a

space for students to voice their narratives, ideas, and opinions. Storytelling—whether through artwork, prose, music, or television—is powerful in fostering a sense of community. Stories help us relate to one another, to understand people of a different background or even a different part of campus. Media Board prides itself in being a space for students to find new ways to express their stories and ideas.

While some of our organizations require applications/elections to become a board

member or editorial member, all organizations provide an avenue for any and all students to participate in the creation and sharing of original content. As much as Media Board is a platform for individual students, Media Board and its various organizations help shape Georgetown’s reputation and identity. The content we create is accessible for public consumption, and consequently the culmination of all our work conveys a message to the outside world that states who we are as a student body. The impact that Media Board has on campus and beyond gives power to the students who participate in media groups.

The number of students who submit work to our publications or participate in the distribution of content can be provided by our individual organizations.

**Fostering creativity:**

At the heart of Media Board is the shared value of creativity. Creativity is a skill that helps our students become better problem solvers, team members, communicators, and innovators. This skill benefits all students and professional pursuits.

**Distributing knowledge and art:**

Media Board encompasses a variety of publications and broadcasting services. An implicit goal of our organizations is to share student work with the greater community. We distribute knowledge in the form of news, critique, and essays, and we distribute visual and auditory artwork. Media Board strives to make our content accessible to all by utilizing various media, including print, online, radio, and television outlets.

Printed content is particularly important for most of our organization, as print materials give our media groups visibility on campus. The ability to pick up a copy of our magazines, newspapers, and journals nearly anywhere on campus allows us to reach a host of readers who might not otherwise interact with our content. Also, the production of print publications is vital to our students’ own professional and personal development. Our publications pride themselves on providing the best journalism/editorial education opportunities on campus and the skills involved in print production are vital to this education.

The number of print materials published and distributed each year can be provided by our individual organizations. The predicted measures are indicated in our organizations’ budget requests.

2. How many clubs/groups compose your organization? Please list them, noting especially any clubs/groups added (or planned to be added) within FY19.

Media Board oversees 14 organizations. Media Board has 2 groups in New Club Development and expects to grant full access to benefits to both of these organizations.

* The Anthem
* Bossier
* The Caravel
* Georgetown Review
* GUTV
* GUJHS
* The Hoya
* The Independent
* Spoon University
* Triple Helix
* Utraque Unum
* The Voice
* WGTB

New Club Development:  
• Georgetown University Collective of Creative Individuals  
• Prospect Records

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

The main challenge we are tackling this year is reunifying Media Board. Over the past years, the unity of Media Board has suffered from weak leadership and board participation. As a result, Media Board appears to be a loose group of disparate organizations. The current board is focused on revamping Media Board by requiring greater participation from all media organizations, fostering stronger relationships with GUSA and the CSE through weekly meetings, and planning Media Board networking events.

In addition to rebuilding Media Board as a brand, other challenges stem from budget cuts to Media Board allocation in previous years. The impact of these cuts is elaborated in Question 4.

The Media Board successfully transitioned leadership this past year. Given the lack of guidance in past years, this transition was a significant feat. The current leaders are ready to rebuild Media Board into a more unified and efficient organization. First steps in rebuilding media board have been establishing more consistent meetings, maintaining a transparent relationship with GUSA, and having consistent meetings with Aysha Dos. Through this, the current board hopes to rebuild Media Board.

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

**Sustainability:**

Continual funding restraints have put stress on Media Board groups’ infrastructure and technology.

All media groups require reliable technology to produce content. However, an evaluation of our technology by UIS found our infrastructure woefully out of date, to the point of being outright dangerous. For example, The Hoya uses a decade-old server that fails spontaneously, leading the publication to run on a set of 12 flash drives for an entire semester. In addition, the computers in the Leavey office for The Anthem, The Independent, and The Caravel are inoperable. As a result, these publications cannot function fully through the office space and rely on students to use their own personal laptops during meetings.

Online communication through websites and email newsletters constitute some of the main ways we interact with the community and garner submissions for publications. Our online presence is also the main form of communication with people outside Georgetown’s campus. Without adequate funding for these basic means of communication, our media groups will not be sustainable. Some of our organizations, such as The Anthem, have reported that the website costs are paid by the students out-of-pocket without reimbursement. Several organizations, such as The Hoya and The Caravel, have reported website crashing and hacks. The concerns these groups have with their websites is undoubtedly the result of continued negligence as a result of our tight budget: The Hoya, for example, hopes to move to a more reliable and reputable web server host, but simply lack the funds to do so. Without sufficient financial support, media groups cannot ensure the reliability of this main form of communication.

**Expansion and Inclusion:**

One of the overarching missions of Media Board is to provide platforms for students to create, publish, and broadcast original work. Our dedication to include diverse voices from all corners of campus has led to an increase in membership across media groups as well as the addition of new media clubs, such as GUCCI and Prospect Records. This increasing membership puts a financial strain on all of Media Board.

Inadequate funding hinders us from reaching new audiences. The mission of many of our publications is to serve the wider Georgetown community, including faculty and alumni. Currently, media groups do not have the funds to reach out to alumni or send print media to alumni who request magazines, journals, etc. Such shipping costs have been covered out-of-pocket by student leaders. Media Board has the unique potential to be a lasting community for students after graduation. Proper funding will allow our media groups to build lasting relationships with our Georgetown alumni, who in turn give back to media groups by submitting work and feedback to our publications.

Lack of funds also critically limits media groups’ ability to foster a socioeconomically diverse staff. As reported earlier, many media groups require students to foot the bill not merely for food and other membership development costs (ex. museum trips, conferences, traveling), but also for routine supplies needed for daily operation. For example, the last several Managing Editors of The Hoya have paid out of pocket more than $100 for printer ink, and for several months, their Editor-in-Chief paid for the subscription to MailChimp. It is also reported that some members in The Anthem, Bossier, The Caravel, and WGTB pay for their own Adobe Cloud subscriptions. We cannot meet our core mission of representing all aspects of the campus experience without diverse staff members and organization leaders, and we cannot achieve socioeconomic diversity without sufficient Media Board funding.

5. What level of financial risk does your organization incur? What type of event or circumstance prompts the use of your reserve account?

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.)

For example:

-failure of organization to make enough revenues through advertisements

- immediate tech-related issues resulting in capital expenditures for updating the office

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 could help us better gather our data to present to FinApp. We are very grateful for having Winston Ardoin as a between FinApp and Media Board. Commitment from him has really helped foster a healthy relationship between the current board of Media Board and FinApp. In addition, having a consistent CSE Director to help with university related issues that Media Board may face has greatly helped clarify Media Board’s role at the university.

7. If you are requesting more funding for FY20 than FY19, please explain why.

As stated in Question 4, Media Board organizations have faced significant challenges from lack of funding and yearly budget cuts. With the addition of two new media groups, this financial strain will only increase. We believe that it is inappropriate for our students to pay for basic and necessary amenities, such as websites, printing costs, subscriptions, and development costs.

**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.**

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

FY 2018: $86,595.51

Current: $72,200.00

**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.**

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.\***

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 meet with Aysha Dos 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.**

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: Sagar Anne**

**Name of Group Student Chair: Sagar Anne**

**Signature of Group Student Chair (type your name): Sagar Anne**

**Name of Group Advisor: Aysha Dos**

**Signature of Group Advisor (type your name):**

**Date: 2/10/19**

**Contact Email: vsa11@georgetown.edu**

**Contact Phone Number: +1 323-336-0185**