

Dear Applicant,

Thank you for your interest in applying for funding from the Student Activities Fee for FY21. The Finance and Appropriations Committee is delighted to getting to know the unique ways that your organization, program, or project contributes to the vitality of student life at Georgetown.

The following application is designed to give FinApp a complete picture of the past, present, and projected impact of your organization at Georgetown. The application is organized into five parts, A through E as explained below. Please be aware that the deadline to submit this form is on **Friday, February 21, 2020 at 6:30 PM.** If you have any concerns or questions with regards to the application process, please do not hesitate to contact me at [gusafinapp@georgetown.edu](mailto:gusafinapp@georgetown.edu).

As you complete your application, please keep in mind that FinApp will likely receive far more requests than the Student Activities Budget can accommodate. While FinApp is unfortunately unable to fund each organization in full, we work rigorously to ensure that each organization gets enough funding to fulfill their needs and to carry on with its demonstrated impact on the Georgetown community. Please note that FinApp reserves the right to deny a Part B application its entrance into Budget Summit and full consideration for funding.

The Committee thanks you for the time and effort spent compiling your financial data and answering our questions. We look forward to working with you throughout this process. If you have further questions about the timeline, you may access the full agenda [here.](https://docs.google.com/document/d/14UsQysKyk6WT7bV4oYGvIJQqba6gN8ZmN4y15sl4CnM/edit?usp=sharing)

Honestly,

Juliana Arias

*Chair, GUSA Finance and Appropriations Committee*

**FY21 Budget Summit**

Student Activity Fee Funding Application B

Please email this application and accompanying materials to gusafinapp@georgetown.edu by **Friday, February 21, 2020 at 6:30 PM.**

**PART A: INTRODUCTION**

Name of Organization: Georgetown Opportunities for Leadership Development (GOLD)

Mission of Organization: Georgetown Opportunities for Leadership Development (GOLD) seeks to inspire the next generation of student leaders to explore their leadership potential through interactive programs that highlight the importance of goal setting, motivation, teamwork, taking risks, and diversity. Drawing on the Social Change Model, Jesuit values, and principles of servant leadership, we believe in cultivating personal leadership styles that will prepare students to effectively employ their unique strengths when engaging on campus, in the community, and around the world.

GMS Worktags:

Cost Center: CC2791

Fund: 1701

Purpose: PP4002

Program: PG003235

Total Amount of Funding Requested: $8,000 last year $10,000 this year

**PART B: FINANCIALS**

Please complete [this Financial Information](https://drive.google.com/file/d/1OPl0EmlIjfgKqFRuTLg2VVHfShv3SdPd/view?usp=sharing) (B) FY21 excel document and attach it to your email submission.

**PART C: IMPACT**

Please answer the following questions in detail and provide any relevant documents:

1. Describe the program/project you would like to fund, implement or enhance.

GOLD pursues our mission through three main arms: Leadership & Beyond, the Emerging Leaders Program, and programming to the wider campus community. Our two signature programs serve 32 and 40 participants each and are currently provided free of cost (historically students have paid up to $125.00 to participate).

Secondly, in 2016 the Leadership & Beyond program expanded from 24 to 32 participants. The program has since become more popular (last year we had over 100 applicants for these spots), causing us to turn away many qualified candidates who would benefit from our programs. Last year we were able to expand to 39 participants in L&B, allowing us to accept more candidates, but because of the added costs from the expansion, we had to cut our mentor retreat from the beginning of the year. In order to maintain this amount of participants and still supply the training necessary for our mentor team we would need additional funding as we are limited by our ability to pay for food and supplies during this program—a feature that allows the program to be more financially accessible to all students. This expansion of our pre-orientation signature program would be filling a need on campus to help develop student leadership and promote a successful transition from high school to Georgetown.

Finally, our last signature program is the Emerging Leaders Program (ELP) which is held during the fall semester for first year students weekly with a built in retreat, service day, and mentorship sessions. This year we have decided to restructure the program to increase its impact and potential to affect positive developmental change for first year students. The program for 2020 will be centered around women’s identity and women’s leadership, with a focus on approaching leadership theories with intersectional identities. Additionally, ELP has historically been a challenge for our organization. Last year we accepted 21 participants, and by the end of the semester we only had 8 participants consistently coming to sessions and programming. Upon receiving feedback from participants, the three main reasons provided for poor retention were the lack of guest speakers, insufficient GOLD-wide community building, and no meals provided during our 6-9pm evening programming. Our ability to remedy these issues is greatly affected by the amount of funding we receive.

1. How are decisions made about the direction of this program? How are students  
   involved in the decision making process?

GOLD is an administrative program led by two student coordinators and overseen by a CSE advisor. The two signature programs are run by the two student program coordinators, with the support of the development and outreach chairs, as well as the mentor team. The two coordinators are responsible for every aspect of GOLD programming, membership, and budget, and oversee every detail of the signature programs and outreach events. Mentors assist the coordinators in the participant selection process, by reading and reviewing applications.

This year GOLD is restructuring ELP to ensure that women leadership is prioritized for first year students. We plan to reach out and coordinate with other student organizations that have ties to women’s leadership issues such as Georgetown University Women in Leadership, OWN it!, and BRAVE so that they can offer us feedback and fill a niche role on campus—specifically approaching leadership theories from an intersectional, feminist lens.

GOLD continuously seeks feedback from participants and mentors on the programs, and is always open to new ideas about where GOLD can go and how it can improve. GOLD values these suggestions, making every attempt to implement the new ideas where possible. While GOLD has a traditional structure for its programs, we have the authority to deviate from the typical structure and take GOLD where we see that it would be most effective and fulfilling.

1. In what ways does this program/project enhance student life at Georgetown  
   University? How many students will it affect?

Our two signature programs provide an invaluable introduction to Georgetown and explore mentorship, service, and intersectional leadership grounded in the Jesuit values and the Social Change Model. We have nearly 40 freshman participants each year in our pre-orientation program, and over 20 first-year students in our semester based programs. These first-years form bonds among themselves and with their mentors, allowing them to organically connect with fellow students, while tapping into an extensive network of leaders and resources on campus. We enhance student life by easing the transition from high school to college and providing new students with a way to conceptualize their leadership styles and relate to one another. With these skills, our students go on to serve the Georgetown community in almost every corner of campus and bring informed leadership tactics with them. Students from our programs consistently use these skills to serve others.

Our restructuring of the ELP program around the topic of women’s leadership will greatly impact our ability to help cultivate first year women leaders; especially given that the climate on campus could be increasingly polarized due to the election. We plan to open our applications to any female identifying first year students, which should increase not only the amount of applications for ELP, but will also assist in retaining participation throughout the year.

The GOLD leadership structure consists of two coordinators and a development chair, as

well as a team of 12 mentors. Leadership and Beyond, our pre-orientation program,

currently serves 39 participants. The Emerging Leaders Program serves 20 incoming freshmen. As a result, at least 71 students are directly and profoundly affected by GOLD programming. Currently, GOLD maintains an alumni network of about 409 students, with plans to engage alumni more throughout the following year.

1. What funding sources currently support this program? Will these sources continue to provide funding at the same level this year? What other sources have been explored before coming to GUSA?

GOLD is currently supported financially by the Center for Student Engagement. We have been provided the same level of funding since FY 2017 when funding from NSO was completely cut, leaving GOLD to be dependent solely upon the CSE for financial support. Thus, we have to look elsewhere to supplement our budget, as it currently does not account for proposed and current program expansion driven by the CSE nor the increase in minimum wage that reduces the number of paid hours coordinators receive.

Each fiscal year, we petition the CSE to expand our budget, which they have not done since 2017. Therefore, we are planning a GOLD Alumni fundraiser later this year, as we establish more concrete ties with our alumni network—we have already actively engaged our alumni base and have received some positive feedback. We hope to have this fully established by alumni reunion weekend this summer. Additionally, we will be reaching out to companies and community partners for sponsorship in terms of food and other necessary items for both programs. In the new fiscal year, we will consider applying for other sources of funding such as Corp Philanthropy and Saxafund, which could help us meet some of our financial needs.

1. Will this program comply with all University policies?

Yes. Our program is housed under the Center for Student Engagement, and we are under the guidance of Senior Program Coordinator Ava Kwasnieski.

1. What level of financial risk does this project entail?

This would entail no financial risk. Our program has run successfully for years, as evidenced by alumni connections dating back twenty years. We have an established program structure that we follow each year, and our current budget would allow us to replicate this, though we would be unable to accomplish our goals of expanding our programming and impact. GOLD is a safe investment and entails no financial risk.

1. In what way will this program/project expand or relieve a financial burden on  
   students participating in this program?

GOLD is committed to making our programs financially accessible to all participants, and we take that commitment very seriously. As recently as five years ago, our programs had a cost of $125.00 per participant, which we know was a deterrent for many students, especially those from low-income backgrounds. Since then, we have provided programs without soliciting fees from participants. Given our plans to restructure ELP, we do anticipate added costs from this program such as speaker fees. Despite the success of our programs, we are faced with having to cut programming to offset the budgetary strains of expansion. This would entail cutting some core facilitations within our program, such as StrengthsQuest reporting (starting at $19.99 per test), and bringing in keynote speakers (which cost between $100 and $500). These plans along with the lack of flexibility within the CSE budget could jeopardize our ability to provide fair compensation to the coordinators. On top of existing programming, the new ELP programming would be much less effective if we cannot cover the program costs for all students who want to apply. Considering that women’s leadership issues are complex and that no other club or organization has fully addressed them through the lens of leadership theory, our lack of ability to provide the services we offer to L&B would be extremely detrimental to the success of this newly structured program.

1. What is the long-term financial impact of this project? Will there be ongoing  
   maintenance costs?

GOLD has an annual budget and runs its programs every year. There will be no ongoing

maintenance costs as a result of our programs. Additionally, GOLD has two signature programs that serve around 60 incoming students and sets up their introduction and first experiences with Georgetown in a way that positively impacts their leadership self-efficacy and development throughout their time at the university. Furthermore, by directly affecting these 60 participants, GOLD hopes that its programs are meaningful enough to indirectly affect clubs and activities that these leaders are a part of. Any financial support of GOLD would help in this effort tremendously.

1. Will this program need more money in future years? To the best of your ability  
   provide information on project costs for the next two years.

GOLD has set programming we carry out each year, meaning the budget does not fluctuate much on an annual basis. However, with our restructuring of the Emerging Leaders Program, and our desire to create more events for the greater Georgetown community, our focus on participant retention and community building, we are currently undergoing a process of restructuring our budget, and our advisor has already initiated dialogue with the Center for Student Engagement about financial allocation. This budgetary change will have two implications. First, coordinators will be able to work the amount of hours needed of them and facilitate more leadership experiences for Georgetown students. As it stands, coordinators are prevented from working more than approximately 6.5 paid hours per week, which makes the position less accessible for low-income students or forces them to take on other jobs (making them both overworked and unable to devote the appropriate time to expanding GOLD). Second, part of the budgetary change will free up more money for programming. Some expenses we have that are recurring include $4,000 for round trip transportation costs for our retreats and $2,200 for each retreat space that we use (we have 2 retreats in a fiscal year). Additionally, last year we spent $5,500 on food for our participants during the pre-orientation program, and $500 for our transportation costs for service days. We are turning to the Budget Summit this year because our request last year for changes in our financing have been denied by the CSE. In order to be able to follow through on our plans for the upcoming year, we would need more concrete funding.

1. Has your organization/group previously applied to the Budget Summit? How much was the organization allocated? How was it used?

GOLD applied and received funding in FY 17 and FY 20 and received $4,000 and $4,500, respectively. The reward from FY20 was used to enhance the program and participants’ experiences through speakers and educational beyonds. The two outside speakers provided participants with new perspectives of leadership and encouraged them to engage deeply with their own style. Beyonds are extra programming that allow students to experience leadership outside of the Georgetown campus in places. One such beyond that we sponsored was a GOLD-wide trip to the African American History Museum to help engage our mentors and mentees with the wider DC community. Additionally, funding was used to pay for a retreat for the mentors of the Emerging Leaders Program. The mentor retreat is a key part of GOLD’s programming as we train mentors at the annual retreat but due to constrained finances from the previous fiscal year, we were unable to do the retreat and adequately train all of our mentors.

Additionally, GOLD previously applied to the Budget Summit and received $4,000 in funding during fiscal year 2017. This money was put toward program necessities such as dining, as well as an alumni event. During the Leadership & Beyond pre-orientation program in 2017, the dining hall was under renovation, so the program had to cover the costs of three catered meals per day for 43 people. In addition, one of the goals of GOLD is to create a network of alumni that is accessible to participants of all years, so to maintain this, we have alumni events. That year, funds were spent on an event for GOLD alumni still at Georgetown to connect participants across year levels.

**PART D: MEASURE OF SATISFACTION**

For scaled questions numbered 1 through 5, 1 represents the extremity of a negative experience, while 5 a positive one.

1. Do you feel FinApp was able to meet all of your funding needs last year? Please explain.
   1. Last year we asked for $8,000 from FinApp to expand our programming campus-wide and to enhance our existing programs with outside expertise on leadership. The $4,500 that we did receive was helpful in being able to provide for two outside speakers for L&B and for two campus-wide facilitations during the year, but our more ambitious goal of creating a Leadership week was not met based on our limited budget. Additionally, we had to cut our full mentor retreat from last year due to lack of funds.
2. If applicable, how capable were you of promoting your advisory board's agenda and mission given the funding you received? Please have a numeric response from 1 to 5.
   1. Not applicable- GOLD does not fall under an advisory board it is a CSE admin group.
3. How did your funding capabilities this year compare to that of your Advisory Board Group last year? (Less effective, Equally as effective, More effective.)
   1. Not applicable- see above.
4. What feedback did you receive from the organizations you represent? In order to limit negative feedback, consider detailing specific needs from clubs while filling out the budget summit application.
   1. Based on information given to us by the previous student coordinators as well as participant feedback, we feel that FinApp was helpful in relieving some of the financial burden from not receiving an expanded budget from the CSE, but was not fully effective. Our specific needs this year include an expanded budget for the newly structured ELP to maintain our financial support of all students that we admit—this would not be possible given the amount we received lat year.
5. Do you think that this year's application has given you the ability to demonstrate your funding requests to the best of their ability? If not, how can we improve this application for future years?
   1. We feel that this application has allowed us to demonstrate our financial need.

**PART E: CERTIFICATION**

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

**Funding Request Form Submitted By:** Escadar Alemayehu & Francesca Burke

**Name of Group Student Chair:** Escadar Alemayehu & Francesca Burke

**Signature (type your name):** Escadar Alemayehu & Francesca Burke

**Name of Group Advisor:** Ava Kwasnieski  **Signature (type your name):** Ava Kwasnieski  **Date:** 02/21/2020 **Contact Email:** gold@georgetown.edu

**Contact Phone Number:** (720) 270-1781 & (305) 322-8262