

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 get to know the unique ways in which your organization, program, or project contributes to the vitality of student life at Georgetown.

The following application, in conjunction with your presentation at the Budget Summit, 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 seven parts, A through G as explained below. Please be aware that the deadline to submit this form is on **Friday, February 21, 2020 at 6:30 PM.** Your assigned liaison will guide you through the application and will be available to answer questions throughout the application process. If you have questions or concerns about the application process that your liaison is not available to respond, 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 applicant gets enough funding to fulfill their needs and to carry on with its demonstrated impact on the Georgetown community.

FinApp 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 and hearing from you at the upcoming Budget Summit. 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 A

Please email this application and accompanying materials to gusafinapp@georgetown.edu by **Friday, February 21 2020 by 6:30 PM.** This application is divided among the following components:

**PART A: INTRODUCTION**

Name of Organization: **Georgetown University Lecture Fund**

Mission of Organization:

*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.*

Total Amount of Funding Requested:

**PART B: FINANCIALS**

Please complete [this Financial Information](https://docs.google.com/spreadsheets/d/1Ru7sPfsWWEOyFqdaGHVpKAG-cIuaagroFMereYS2xz8/edit?usp=sharing) (A) FY21 excel document and attach it to your email submission. Please note that the Audit previously requested by the Finance and Appropriations Committee is not a substitute of this form. Applications without a complete Finance Information will not be considered for funding.

**PART C: BUDGET GUIDELINES**

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).
   1. The Lecture Fund relies on our annual allocation from FinApp to fund all of the lectures that we organize over the course of the year. We regularly partner with on-campus cosponsors, but that these cosponsors can often only make limited financial contributions to support our events. In terms of budgeting, we spend the vast majority of our funds on honoraria and/or travel costs for speakers, not only for our own events but for the events of individual students or clubs who come to our organization for cosponsorship. A limited portion of our budget is devoted to venue and GUPD costs, as well as marketing costs.
2. If your full funding request is not met, what is the process in place to determine cuts to group budgets or programming?
   1. If our full funding request is not met, that means it will adversely affect our ability to plan many and high quality lectures. Honoraria continue to rise and speakers are more inclined to lecture at universities who can afford these rising honoraria. Thus each year it becomes more and more difficult to fund the speakers who we would like to bring to campus.
   2. Additionally, if we do not receive our full request, we will be unable to meet the large demand that we receive from co sponsorship requests from other organizations across campus. Partnering with a vast array of student organizations is an integral part of the Lecture Fund’s work and mission; thus the funding we receive is really an investment in the student body as a whole, and our collective ability to bring high quality, thought provoking dialogue to campus.
   3. To illustrate this point, we have received co sponsorship requests from 20 unique on-campus organizations so far this year (an increase from 17 last year). The total amount requested so far totals $123,616. We have been able to fund $22,300 worth of those requests with 14 out of 20 at least partially funded. That means that on average, we contribute roughly $1,593 to every organization that seeks a cosponsorship with the Lecture Fund. Therefore, every $1,593 decrease in our budget is an organization we cannot cosponsor with. Ideally, we would also like to increase the average amount that we contribute to each of our cosponsors, as we have currently only been able to fully fund 8 out of 20 of our total financial requests. While our FY19 projections anticipated the $30,000 allocation to cosponsorship, we did not expect the cosponsorship requests to almost triple (from $47,112 in FY19 to $123,616 in FY20). This dramatic increase shows that honoraria for all speakers that organizations are trying to bring to Georgetown have undoubtedly increased.
3. Is there any other information you would like the Committee to consider regarding your organization’s budgeting process and guidelines?
   1. The central mission of the Lecture Fund is to spark a variety of interesting conversations across campus, and to have students become engaged in dialogue that lasts beyond the events themselves. The fact that the Lecture Fund not only funds its internal events but also the events of the student body is a critical piece of our funding request. This year we saw a significant increase in the monetary amount of the financial co sponsorship requests we received (from $47,112 in FY19 to $123,616 in FY20).
   2. We have already received the total cosponsorship requests that we budgeted for last year, and are still expecting additional requests during the remainder of this semester. In order to continue meeting the demand of other student organizations and live out our mission to the fullest, the Lecture Fund would like the Financial Appropriations Committee to seriously consider fully funding our request - which is the same as last year ($98,000). Over the years we have established recurring partnerships with annual events such as Lannan Center Symposium and the BRAVE Summit. Our goal is to uphold and enrich these partnerships through continued financial support of these organizations and events, many of which would be unable to host certain critical components of their programming without the financial support of the Lecture Fund.

**PART D: IMPACT**

Please answer the following questions individually in this document:

1. How did your organization affect student life? Can this be measured?
   1. The Lecture Fund affects student life by bringing dialogue to campus. Dialogue can take on many forms, and our various speakers from different walks of life, viewpoints and professional arenas each bring a **unique conversation** which seeks to challenge, inspire, inform and improve campus conversation. Our events are **always free** for Georgetown students, ensuring that every student is able to benefit and join in the conversation we seek to create. Some people may attempt to measure this effect by the attendance at our lectures. While this is important, it is by no means an accurate metric of the impact our lectures have. A former Lecture Fund chair once said, “You might ask 10 people what lecture quality means and get 10 different answers, but people will know it when they see it,” and this is truly the epitome of what it means to advance diverse dialogue across our campus. We are at our most effective when we have engaged students from many corners of campus and have sparked conversations beyond the event itself.
   2. So far this year, we have both hosted and co sponsored lectures that are highly relevant to current events and topics that are important to students on campus. Some of these include:
      1. **Dr. Leana Wen,** former Health Commissioner for the city of Baltimore, an emergency physician, public health leader, and a passionate advocate for patient-centered health care reform. She also served as President/CEO of Planned Parenthood. Dr. Wen spoke about her intimate experiences as a physician and in roles of leadership, by highlighting her position on depoliticizing women’s health in American and the future of healthcare.

Find the Hoya article on the event here:

<https://thehoya.com/speaker-government-policies-endanger-reproductive-healthcare/>

* + 1. As a co-sponsor with GU Rangila, we helped to bring **Mesma** **Belsare,** an Indian classical Bharatanatyam dancer, painter and actor. Her work focuses on raising awareness for art in the LGBTQ community; she is a leader in educating and showcasing women in dance and in the arts.
    2. **Shankar Vedantam,** renowned journalist and host of NPR’s *Hidden Brain*. Mr. Vedantam focuses his reporting on human behavior and how research in the social sciences can invite people to think about the world around them in unusual and interesting ways. Mr. Vedantam spoke about the science of big data and its alignment with the ultimate machine: the brain.

Find the Voice article on the event here:

<https://georgetownvoice.com/2020/02/04/popular-podcast-host-warns-of-big-data-misuse/>

* 1. These represent just a few of the diverse and relevant conversations that the Lecture Fund is helping to bring to campus. As you can see, our success is measured to some extent by the buzz our events generate, as evidenced by the many Hoya articles written about our lectures. Although audience size may vary from event to event, our mission remains to bring a vast array of students to the table to challenge their assumptions, hear from their heroes, and engage in conversations in which they might not otherwise have the opportunity to participate.

1. How many clubs/groups compose your organization? Please list them, noting especially any clubs/groups added (or planned to be added) within FY21.
   1. The Lecture Fund is composed of the Associate Board and the General Body. The TEDx conference also falls under Lecture Fund’s purview.
   2. The **Associate Board** meets weekly in order to field cosponsorship requests, propose and debate internal events, and plan event logistics. The Associate Board also helps usher events hosted by the President’s Office upon request.
   3. Our **General Body** is open to all students at all times, and is meant to serve as an open forum to source student input on our events and discuss topics not otherwise covered in our lectures. We are constantly trying to improve the structure of our General Body.
   4. **TEDx** largely runs independently at this point, but liaises with the Lecture Fund board and receives the bulk of its funding from Lecture Fund’s budget in order to make necessary purchases ahead of the conference. Ticket sales continue to decline and funding from the schools remains unpredictable. Therefore, without LF’s critical logistical and financial support TEDx could not operate and would have to close its chapter on the Hilltop.
2. What were significant challenges for your organization over the past year? What were significant successes for your organization over the past year?
   1. The main successes of our group this fiscal year have been our lectures. We have brought in diverse speakers who provided a range of thoughts, experiences and conversations for the campus. Our biggest strength has been the relevance of these conversations. We brought Mallory Pugh and Christine Brennan (USA Women’s Soccer players) right after their historic 2019 World Cup victory in France, critically acclaimed rapper and poet NoName right after the launch of her new Book Club. These unique individuals bring a wide variety of the most important conversations of our time to our campus across several fields and industries.
   2. That being said, our main struggle was finding financial funding for our events. Many of the events we put on, as a result of their nature were expensive and even after we negotiated down the price of a lot of these figures; it remained tough to fully fund high quality events. Once we reach a number that is the maximum we can provide from our budget, we then become dependent upon outside sources to provide additional funding to cover for security, venue or A/V which can be a challenge. Because it is paramount to our mission to keep our events free for Georgetown students, we cannot raise funds through fees and anything above our budget abilities becomes reliant upon other groups co-sponsorship abilities.
3. Do you have any budget concerns for the next five (5) years?
   1. Our primary budget concern for the future of Lecture Fund is that as the years go on, honorariums keep increasing for speakers as a result of the industry and the increasing popularity of individuals as time progresses. Without continuous increases in funding, we become less capable of bringing the highest possible caliber of speakers - either through our own internally generated events or through co-sponsorship requests from other clubs. Between FY 19 and FY20, the average honorarium request increased from $6,071 to $15,000. Lastly, while we negotiate every honorarium, and on average honoraria comes down about 37%, the threshold for the minimum honoraria has increased this year as speaker fees continue to rise.

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| --- | --- | --- | --- | --- | --- |
| **FY** | **Speaker** | **Original Honorarium** | **Negotiated Honorarium** | **LF Point** | **% Negotiated Down** |
| FY20 | Physician | $30,000 | $4,000 | Bilva Chandra | -86.70% |
| FY20 | Terrorism Expert | $2000 | $2000 | Bilva Chandra | -0.00% |
| FY20 | CEO | $0 | $0 | Bilva Chandra | -0.00% |
| FY20 | Journalist | $15,000 | $11,000 | Grace Chisholm | -20.00% |
| FY20 | Author/Activist | $8000 | $6000 | Levi Luck | -25.00% |
| FY20 | Author/Activist | $50,000 | $11,750 | Will Linde/Madeleine Cohen | -76.50% |
| FY20 | Comedian | $5000 | $3000 | Will Linde | -40.00% |
| FY20 | Rapper/Poet | $30,000 | $9,000 | Julianna Meinz | -70.00% |
| FY20 | Athlete | $6000 | $6000 | Kyra DiMarco | -0.00% |
| FY20 | Satire | $7000 | $4500 | Joseph Yacovone | -21.00% |
| FY20 | Author | $12,000 | $5000 | Ben Schatz | -58.33% |

1. What level of financial risk does your organization incur? What type of event or circumstance prompts the use of your reserve account?
   1. Our speaker contracts are negotiated so that if a speaker does not end up fulfilling their speaking requirements, they will not be paid. Fortunately, this allows the Lecture Fund to incur minimal risk (if at all).
   2. The reserve account is used for security, A/V, and venue costs that are only charged in May/June at the close of the fiscal year. Additionally, there are unexpected speaker costs. Although a rarity, our reserve account also comes into play for unforeseen contracting issues. Even though all our contracts are handled through Georgetown lawyers, there can be great complexity when working with speaking agencies.
2. How could the Budget Summit process be improved this year? How could relations with GUSA be improved?
   1. Our relationship with GUSA has always been positive. We appreciate that our GUSA liaisons have always consistently attended our meetings, and we feel as if they have a concrete understanding of our operations. In terms of the Budget Summit, last year we felt it would be beneficial if organizations were allowed to sign up for time slots. Since that has been changed I cannot think of any other improvements.
   2. Additionally, we believe that instituting some kind of system for structural continuity might strengthen our organization, the GUSA FinApp committee itself, and the relationship between the two. Specifically, if liaisons were able to have transition meetings alongside our Executive Board, the continued communication would mean no important details would slip through the cracks. One such detail is the importance of confidentiality in much of the work the Associate Board does. We know how crucial it is that our liaison keeps the FinApp committee updated weekly on our budget, but it is also crucial that the names of speakers are not publicly disclosed, due to the fact that the Lecture Fund is often bound by non-disclosure contracts. This means that if any information (such as the name of a speaker in association with their honorarium) were to become public, even if unintentionally, it would jeopardize our ability to successfully put on events, and might even result in speakers cancelling events.
3. If you are requesting more funding for FY21 than FY20, please explain why.
   1. We are requesting the same funding for FY21 as we did in FY20.

**PART E: MEASURE OF SATISFACTION**

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

1. Do you feel FinApp was able to meet all of your funding needs last year? Please explain.
   1. Given that we requested $98,000 and received $85,000, I do not feel that FinApp was able to meet all of our funding needs. As a result, we were not able to financially support as many cosponsors as we wanted. We were also not able to pursue speakers with higher honorariums.
2. 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. 4: Overall, the Lecture Fund had a great semester in terms of bringing dialogue and conversation to campus in areas that are otherwise underrepresented. However, given our financial limits this semester, we feel that our ability to promote our agenda and mission was restricted to a certain extent. As mentioned above, this was reflected in our inability to cosponsor certain events and pursue our own internal event.s
3. How could FinApp have been more sensitive to the clubs within the advisory boards' needs?
   1. FinApp has always been sensitive toward the Lecture Fund’s mission of bringing a diverse array of speakers and topics to Georgetown’s campus. However, it is important to underscore that given the continual rise of speakers’ honorariums, our ability to continue to fulfill our mission and bring a diverse array of speakers/topics to campus is at risk. I hope that FinApp will be cognisant of this when allocating for our FY21 budget.
4. 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. Less effective: Although our budget remained about the same between FY19 and FY20, our funding capabilities were not as strong. Between FY 19 and FY20, the average honorarium request increased from $6,071 to $15,000. While we negotiate every honorarium, and on average honoraria comes down about 37%, the threshold for the minimum honoraria has increased this year as speaker fees continue to rise.
   2. This year we saw a significant increase in the monetary amount of the financial co sponsorship requests we received (from $47,112 in FY19 to $123,616 in FY20).
   3. In short, our FinApp Allocation remained constant over the past two years, but honoraria and co sponsorship requests only continue to rise. In order to meet these costs, our funding capabilities must be strengthened.
5. 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. The most notable feedback we received from organizations we represent was gratitude for Lecture Fund’s financial/marketing support for their events. We love opportunities to build relationships with clubs on campus so that they can spark conversations/dialogue that otherwise wouldn’t happen.
6. 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. Yes. Through the combination of the audit report and the budget request application, Lecture Fund was able to thoroughly demonstrate how we spend our money, and how we can even more effectively execute our mission with an increase in funding.
7. Is there anything you would like to add regarding funding that exceeds the scope of this application?
   1. n/a

**PART F: COMPLIANCE**

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.
   1. Yes. The Lecture Fund does not intend to have excess funds and should there ever be a surplus we would provide a plan for our reserve accounts to ensure the funds were going directly to speaker events. As of the date of this application, Lecture Fund only has $504.09 in remaining funds. We have used 99% of our total budget.
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.
   1. Yes. The Lecture Fund allows appellant groups to attend meetings and request funds for monetary allocation subject to a majority vote by the associate board. While we cannot provide an allocation for every co-sponsorship, Board members are available to provide the man-power, expertise, marketing and logistical support to put on an event.
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.
   1. Yes. The Lecture Fund allows clubs under our umbrella, outside clubs and individual students to attend meetings and request funds for monetary allocation subject to a majority vote by the Associate 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.
   1. Yes. The Lecture Fund allows public attendance of meetings in order to pitch potential co-sponsorship events. Due to the confidential nature of some speaking arrangements, the Lecture Fund complies with GUSA and the Universities policies for when this informational shall be made public.
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.
   1. Yes. The interview committee of the Lecture Fund selects members of the Lecture Fund Associate Board. Executive Board members are elected by the Associate Board and serve as the leaders of the club holding others accountable and are in turn held accountable by the remainder of the board.
6. Clubs have reasonable control over all funds that they fundraise outside of the normal allocations process.
   1. Yes. Any funds gained through co-sponsorship requests with outside groups are managed and controlled by the Treasurer, advisor and executives of the board.

**PART G: CERTIFICATION**

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

**Funding Request Form Submitted By: McAfee Sheehan**

**Name of Group Student Chair: Bilva Chandra**

**Signature of Group Student Chair (type your name): Bilva Cgandra**

**Name of Group Advisor: Jaime Brown**

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

**Date: 02/21/2020**

**Contact Email: ms3877@georgetown.edu**

**Contact Phone Number: 201-705-4695**