

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: **Media Board**

Mission of Organization: **The Media Board serves as the advisory board to all campus media outlets. Our member organizations produce journalistic, academic, creative, and social content for members of the Georgetown community, including students, faculty, and alumni.**

Total Amount of Funding Requested: **$126,940.66**

**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).

All Media Board organizations submit line-item budgets to the Media Board. 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.

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

Should the request not be funded in full, Media Board will hold an internal budget summit according to these guidelines:

Each organization will be required to defend their proposed budget to Media Board following the final Senate allocation vote on March 22, 2020. This brief presentation (10 min. maximum) should include the following information:

• History of spending

• Defense of budget proposal, highlighting the top five expenses

• Defense of specific events/programs that require funding

Media Board Chairs will evaluate each presentation based on the following priorities ranked in order of importance:

1. Production and distribution of media content, namely

a. Printing and distribution costs

b. Broadcasting costs

c. Website costs

d. Adequate equipment

2. Original programming, based on

a. Each event’s relation to both the organization’s mission and Media Board’s mission of

i. Providing platforms for student voices

ii. Distribution of knowledge and art

iii. Fostering creativity

b. Programming history: funding successful past programming will be prioritized over funding new programming

3. Equity, opportunity, and access

a. Will these funds be used to ensure equal access to resources and opportunities for all students?

b. Will these funds be used to promote organizational diversity?

4. Marketing and promotions

a. How effectively will these materials increase the organization’s visibility and outreach?

b. Can these costs be covered by other means?

Media Board organization must attend the Media Board Budget Summit; failure for an organization to provide representation may result in decreased or zero funding. Media Board Chairs will propose any necessary budget cuts based on evaluations. Representatives will have the opportunity to defend their budget proposals for a final time. The Board will vote on proposed budget cuts. Applications to use this funding will be subject to a vote by Media Board.

1. 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 barebones requirements, and when our Media Board budget took a significant hit last year, these proceses 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.

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: IMPACT**

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 13 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.

Impact can be measured by content produced, students involved in developing content, and readership/engagement. 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.

1. How many clubs/groups compose your organization? Please list them, noting especially any clubs/groups added (or planned to be added) within FY21.

Media Board oversees 13 organizations. Media Board has had 2 groups (Georgetown University Collective of Creative Individuals, and Prospect Records) who moved out of NCD this year. Media Board has 2 groups in New Club Development and expects to grant full access to benefits to both of these organizations.

1. Bossier Magazine
2. Georgetown University Collective of Creative Individuals (GUCCI)
3. Georgetown University Television (GUTV)
4. Prospect Records
5. Spoon University Georgetown
6. The Anthem
7. The Caravel
8. The Georgetown Independent
9. The Georgetown Review
10. The Georgetown Voice
11. The Hoya
12. Utraque Unum
13. WGTB Georgetown Radio

New Club Development:

1. Hoya Blaxa
2. Students of Georgetown
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. Though this past year has seen a large increase in board stability and participation, the overall cohesion of Media Board is still a point of concern. Due to a lack of common spaces and infrequent co-sponsored events, Media Board still appears to be a loose group of disparate organizations. The current board is focused on revamping Media Board by requiring more cooperation between 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 years past, having another successful transition was a significant feat. The current leaders are ready to continue rebuilding 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 the Media Board advisor, Aysha Dos. Through this, the current board hopes to rebuild Media Board.

1. Do you have any budget concerns for the next five (5) 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. Though groups made a dedicated effort to overhaul their equipment in FY20, there is still significant work that needs to be done to get groups to a minimum level of technological stability. For example, WGTB Georgetown Radio is still running their web stream on a server built for Windows 95, a two decade old operating system. Constant disruptions in streaming due to server errors and maintenance have limited their ability to effectively share their content with the Georgetown community, and a major overhaul is required to get them back to reliable streaming coverage. Several groups including the Hoya, the Independent, and GUTV are in need of updated computer hardware and software to maintain their levels of content publication.

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. The Hoya, for example, has begun the move to a new, more reliable web host. Though this process has significantly improved their ability to publish content, they will require continued technical support as this new system is implemented. Similarly, WGTB is planning on switching web servers to allow for direct music streaming from their website. The current system does not allow many students to listen to the stream without significant effort. 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. This past year we have added GUCCI and Prospect Records to Media Board. In this upcoming year, two new clubs, Hoya Blaxa and Students of Georgetown are expected to complete New Club Development. 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.

1. 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

Access to the reserve account requires approval from the Center for Student Engagement and the Student Affairs Senior Business Officer.

1. 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. A clear and finalized timeline of the Budget Summit given in the Fall Semester would be helpful in coordinating expectations with Media Board groups. We are very grateful for having Julia Moreno as a liaison between FinApp and Media Board. Commitment from her 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.

1. If you are requesting more funding for FY21 than FY20, 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. Without reliable technology, the engagement between our groups and the campus at large will suffer. Additionally, 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: 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.

Though FinApp’s budget allocation was adequate for maintaining the basic necessities of our advisory board, it did not meet all of our funding needs. Since we did not receive our full request, our allocation to Media Board organizations was only enough to maintain both organizational and technological status quo.

One of our largest challenges as an advisory board is maintaining and updating outdated equipment. Without reliable technology, our organizations are unable to effectively engage with the student body. As we stated in our previous application, Media Board needs the funding we request not only to maintain our equipment, but also to overhaul and replace outdated equipment. Full funding would save us both money and time as equipment failures are the source of many clubs’ costs and complaints.

1. 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.

3

1. How could FinApp have been more sensitive to the clubs within the advisory boards' needs?

The clubs within Media Board hold a unique position on campus, as their principal missions often include the dissemination of information and engagement with the larger student body. In order to accomplish these goals, our organizations use technology and equipment extensively.

It is important to recognize the rapid pace of changing technology and how equipment naturally degrades over time. The needs of our clubs not only include maintaining current equipment, but being proactive and acquiring new equipment incrementally. A sensitivity to our organizations’ unique relationship with technology would be beneficial.

1. How did your funding capabilities this year compare to that of your Advisory Board Group last year? (Less effective, Equally as effective, More effective.)

The past year our Advisory Board has had **equally as effective** funding capabilities as previous years. We were able to adequately fund the basic necessities of our clubs, though would like to see increased funding to proactively deal with our organizations’ needs.

1. 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.

The **positive** feedback we received generally revolved around student engagement. Most of our clubs reported large increases in both social media and on-campus engagement. For example, our print publications such as the Hoya and the Voice reported that they saw increased social media traffic. Our more event-based clubs such as WGTB and GUCCI reported repeated sold out events and membership increases.

The **needs/negative** feedback that we received was (as stated in other parts of the application) generally technology and equipment based. Several clubs continued to report that their outdated equipment was preventing them from fully actualizing their stated club goals. See Part D: Question 4 for some detailed examples of equipment needs.

1. 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?

Yes.

1. Is there anything you would like to add regarding funding that exceeds the scope of this application?

In addition to this application, Media Board will provide FinApp with a comprehensive inventory of equipment that our organizations plan on purchasing in FY21. This inventory will be submitted on February 28th along with our PowerPoint.

**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.

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

The current balance is higher than last year’s balance because The Georgetown Voice vastly exceeded their fundraising goals at the tail end of FY19. Since they did not have access to this money until the fiscal year ended, their excess budget went into the reserve account. Media Board has given The Voice permission to use ~$6000.00 from the reserve account in FY20 to account for the gifts/donations they received in FY19 but weren’t able to spend in time.

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

FY 2019: $72,200.00

Current: $79,129.06

1. 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.

1. 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.

1. 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.

1. 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 of 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 advisor. The executive officers meet as needed, usually biweekly. The executive officers meet with advisor, 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 advisor and then brought to the floor during a regular Media Board meeting.

1. 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.

**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: Media Board (Courtney Lee and Jamie Hood)**

**Name of Group Student Chair: Courtney Lee**

**Signature of Group Student Chair (type your name): Courtney Lee**

**Name of Group Advisor: Aysha Dos**

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

**Date: 02/21/20**

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

**Contact Phone Number: (864) 414-4225 (Courtney)**